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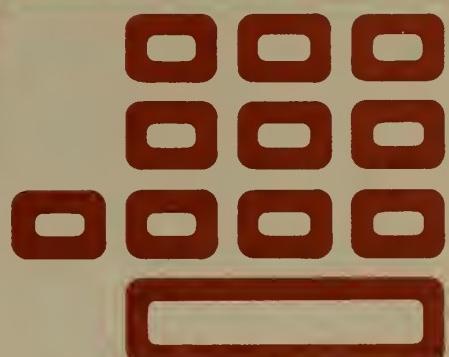
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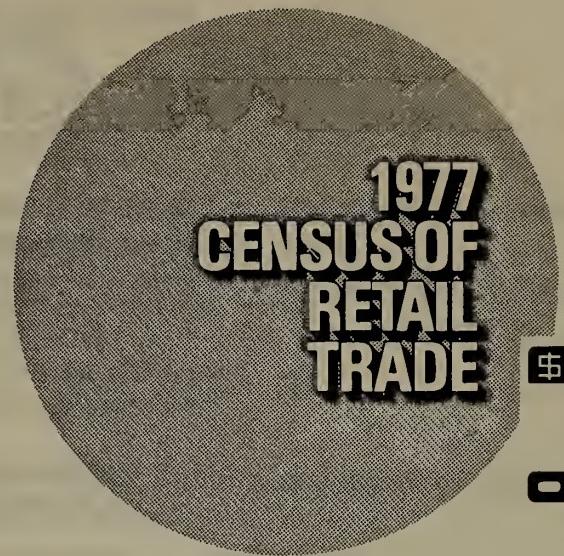
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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas**California**

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**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# **California**



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**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignal. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of-		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	City

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
-	Zero.

## INTRODUCTION

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### **HISTORY OF THE ECONOMIC CENSUSES**

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### **USES OF THE ECONOMIC CENSUSES**

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### **AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES**

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### **CENSUS OF RETAIL TRADE**

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

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<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594).

## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

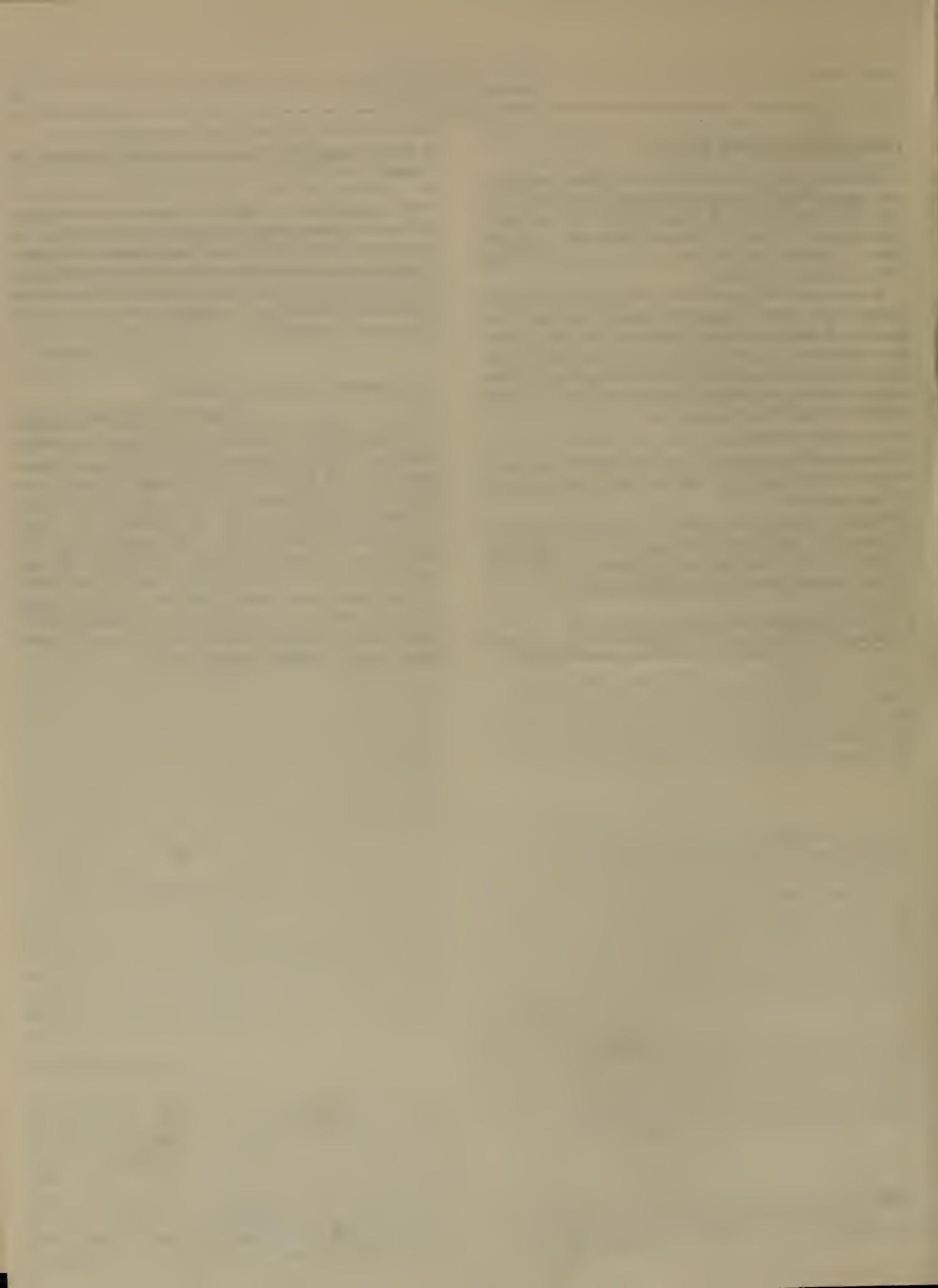
4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.



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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

### **MAPS**

Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

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 Publication Program. . . . .	 Inside back cover

# CALIFORNIA



## ANAHEIM-SANTA ANA-GARDEN GROVE

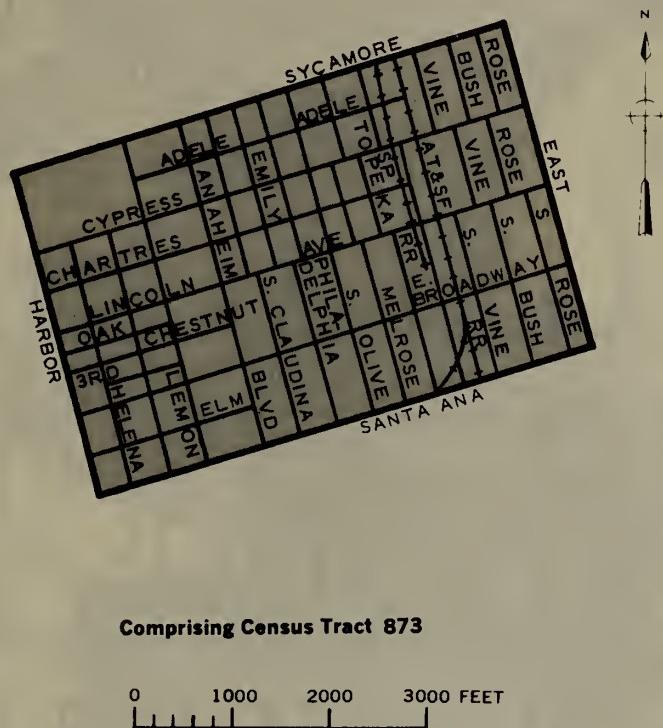
Standard Metropolitan Statistical Area



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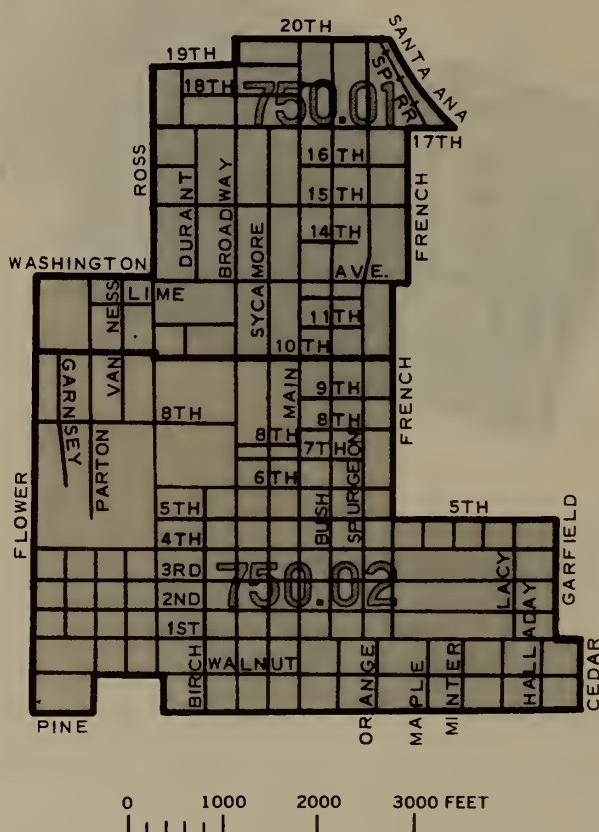
**Anaheim**  
**Central Business District**



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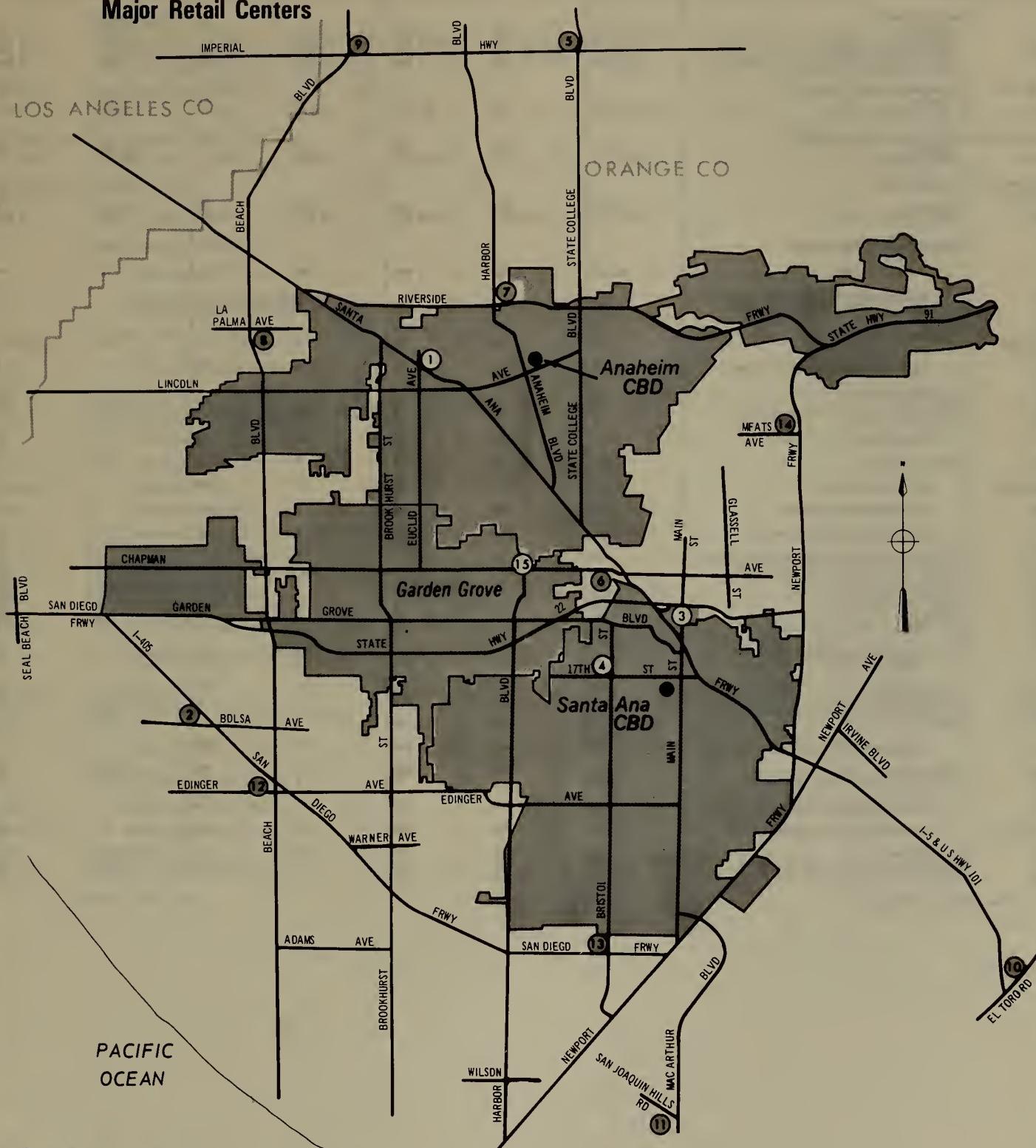
## Santa Ana Central Business District

**Comprising Census Tracts  
750.01 and 750.02**



# ANAHEIM-SANTA ANA-GARDEN GROVE

## Major Retail Centers



● Central Business Districts

(1) (1) Major Retail Centers (boundary descriptions are in appendix E)

■ Central Cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers	
			Anaheim	Santa Ana	Anaheim	Santa Ana	No. 1	No. 2
54, 58, 591	Retail stores: <sup>1, 2</sup>							
	Number	14 900	1 878	1 559	90	201	70	168
	Sales (\$1,000)	7 270 443	765 538	872 968	42 050	89 312	50 813	113 178
	Payroll entire year (\$1,000)	919 501	101 170	108 666	5 883	11 861	7 200	14 191
54, 58, 591	Paid employees for week including March 12	128 045	14 408	13 703	821	1 489	1 351	2 259
	Convenience goods stores:							
	Number	4 642	603	559	28	87	13	24
53, 58, 57; 594	Sales (\$1,000)	2 372 937	(D)	240 520	5 978	17 378	8 957	4 291
	Shopping goods stores (GAF): <sup>3</sup>							
	Number	4 687	454	396	35	77	48	132
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000)	2 041 351	(D)	198 285	13 247	28 977	41 774	107 319
	All other stores:							
	Number	5 571	621	604	27	57	9	12
52	Sales (\$1,000)	2 856 155	283 755	433 183	22 825	42 957	1 882	1 568
<b>Number of Establishments</b>								
Retail stores <sup>1, 2</sup>	14 900	1 678	1 559	90	201	70	168	
52	Building materials, hardware, garden supply, and mobile home dealers	702	66	69	3	3	-	-
	Hardware stores	147	17	11	1	1	-	-
	Other	555	49	58	2	2	-	-
53	General merchandise group stores	209	22	19	1	5	3	5
	Department stores <sup>4</sup>	78	8	7	-	1	3	4
	Variety stores	58	4	3	-	1	-	-
531 533 539	Miscellaneous general merchandise stores	73	10	9	1	3	-	1
	Food stores <sup>5</sup>	1 388	185	170	11	13	5	10
	Grocery stores	661	85	78	7	5	-	1
55 ex. 554	Automotive dealers	1 139	115	140	10	16	-	-
	Gasoline service stations	1 093	140	135	1	10	2	1
	Apparel and accessory stores	1 284	102	95	5	21	24	61
561 562, 3, 8	Men's and boys' clothing and furnishings stores	175	13	14	1	4	3	14
	Women's clothing and specialty stores and fumers	584	44	39	1	8	9	39
	Women's ready-to-wear stores	501	38	30	1	4	8	33
562 565 566 564, 9	Family clothing stores	146	15	9	3	-	3	4
	Shoe stores	237	20	23	-	7	8	19
	Other apparel and accessory stores	142	10	10	-	2	1	5
57	Furniture, home furnishings, and equipment stores	1 409	172	152	15	29	7	12
	Furniture stores	383	54	40	7	11	1	-
	Home furnishings stores	540	66	52	4	7	2	5
5712 5713, 4, 9 572, 3	Household appliance, radio, television, and music stores	486	52	60	4	11	4	7
	Eating and drinking places	2 930	405	354	15	50	7	14
	Eating places	2 474	343	282	11	35	6	14
5812 5813	Drinking places (alcoholic beverages)	456	62	72	4	15	1	-
	Drug and proprietary stores	324	33	35	2	4	1	-
	Miscellaneous retail stores <sup>6</sup>	4 422	458	390	27	50	21	45
592 594 5992	Liquor stores	420	48	42	3	3	1	2
	Miscellaneous shopping goods stores	1 785	158	130	14	22	14	34
	Florists	224	28	16	-	2	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

(For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps)

SIC code	Kind of business	Major retail centers—Con.						
		No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9
	Retail stores: <sup>1, 2</sup>							
	Number -----	83	30	80	55	58	58	75
	Sales (\$1,000) -----	47 641	28 895	28 744	45 983	61 598	78 737	67 866
	Payroll entire year (\$1,000) -----	6 722	4 098	6 657	8 614	8 303	11 605	7 580
	Paid employees for week including March 12 -----	938	610	-	1 108	1 318	1 661	991
54, 58, 591	Convenience goods stores:							
	Number -----	17	7	15	11	15	9	15
	Sales (\$1,000) -----	5 123	11 181	1 602	3 822	9 748	5 047	3 707
53, 58, 57; 594	Shopping goods stores (GAF): <sup>3</sup>							
	Number -----	48	18	64	39	31	41	43
	Sales (\$1,000) -----	37 989	17 227	(D)	41 484	44 687	72 160	32 074
52, 55, 59, ex. 591, 4, 8	All other stores:							
	Number -----	18	5	1	5	10	8	17
	Sales (\$1,000) -----	4 529	487	(D)	677	7 163	2 530	31 885
	Number of Establishments							
	Retail stores <sup>1, 2</sup> -----	83	30	80	55	56	56	75
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	1	-	-	1	1	3
525	Hardware stores -----	-	-	-	-	-	-	-
52 ex. 525	Other -----	-	1	-	-	1	1	3
53	General merchandise group stores -----	1	2	2	3	4	4	3
531	Department stores <sup>4</sup> -----	1	1	2	3	3	2	3
533	Variety stores -----	-	1	-	-	1	2	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-	-	-
54	Food stores <sup>5</sup> -----	3	2	6	3	2	3	5
541	Grocery stores -----	2	1	-	-	1	-	1
55 ex. 554	Automotive dealers -----	-	-	-	-	3	-	4
554	Gasoline service stations -----	-	1	-	1	4	-	4
56	Apparel and accessory stores -----	28	9	41	23	12	27	25
561	Men's and boys' clothing and furnishings stores -----	2	2	7	4	2	5	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	3	17	10	4	12	13
562	Women's ready-to-wear stores -----	11	3	12	8	4	11	12
565	Family clothing stores -----	3	1	3	1	2	2	2
566	Shoe stores -----	4	3	13	4	2	7	6
564, 9	Other apparel and accessory stores -----	6	-	1	4	2	1	-
57	Furniture, home furnishings, and equipment stores -----	5	4	5	4	8	2	5
5712	Furniture stores -----	3	-	-	-	2	-	2
5713, 4, 9	Home furnishings stores -----	1	1	-	2	2	-	1
572, 3	Household appliance, radio, television, and music stores -----	1	3	5	2	2	2	2
58	Eating and drinking places -----	13	4	9	8	10	5	9
5812	Eating places -----	11	3	9	6	10	5	9
5813	Drinking places (alcoholic beverages) -----	2	1	-	2	-	-	-
591	Drug and proprietary stores -----	1	1	-	-	3	1	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	32	6	17	13	11	13	16
592	Liquor stores -----	-	-	-	-	-	-	1
594	Miscellaneous shopping goods stores -----	14	3	16	9	9	8	10
5992	Florists -----	-	1	-	-	-	-	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 10	No. 11	No. 12	No. 13	No. 14	No. 15
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number -----	181	101	50	305	103	49
	Sales (\$1,000) -----	135 522	107 942	80 685	252 018	90 475	27 018
	Payroll entire year (\$1,000) -----	19 591	15 078	10 996	34 400	12 452	4 301
	Paid employees for week including March 12 -----	3 250	2 424	1 870	4 845	2 113	651
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	51	19	7	59	17	20
	Sales (\$1,000) -----	31 574	8 454	1 960	43 962	8 271	4 996
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	93	65	40	204	74	14
	Sales (\$1,000) -----	82 884	77 121	78 003	195 358	78 834	17 688
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number -----	37	17	3	42	12	15
	Sales (\$1,000) -----	21 084	22 387	722	12 896	5 370	4 332
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b> -----	181	101	50	305	103	49
52	<b>Building materials, hardware, garden supply, and mobile home dealers:</b>						
	Number -----	2	2	-	1	1	2
525	<b>Hardware stores</b> -----	-	-	-	-	-	1
52 ex. 525	<b>Other</b> -----	2	2	-	1	1	1
53	<b>General merchandise group stores</b> -----	7	5	3	10	3	1
531	<b>Department stores<sup>4</sup></b> -----	5	5	3	5	3	1
533	<b>Variety stores</b> -----	2	-	-	2	-	-
539	<b>Miscellaneous general merchandise stores</b> -----	-	-	-	3	-	-
54	<b>Food stores<sup>5</sup></b> -----	13	2	2	18	6	-
541	<b>Grocery stores</b> -----	3	-	-	4	1	-
55 ex. 554	<b>Automotive dealers</b> -----	4	3	-	4	1	2
554	<b>Gasoline service stations</b> -----	14	2	1	7	4	6
56	<b>Apparel and accessory stores</b> -----	41	33	21	94	39	3
561	<b>Men's and boys' clothing and furnishings stores</b> -----	8	6	3	16	5	-
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> -----	15	14	11	42	18	-
562	<b>Women's ready-to-wear stores</b> -----	14	13	10	36	17	-
565	<b>Family clothing stores</b> -----	5	1	-	9	3	1
566	<b>Shoe stores</b> -----	12	11	8	19	11	2
564, 9	<b>Other apparel and accessory stores</b> -----	3	1	1	8	2	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	14	7	4	31	11	8
5712	<b>Furniture stores</b> -----	2	3	2	11	3	4
5713, 4, 9	<b>Home furnishings stores</b> -----	5	3	1	9	3	1
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	7	1	1	11	5	3
58	<b>Eating and drinking places</b> -----	36	18	4	37	10	19
5812	<b>Eating places</b> -----	35	14	4	36	10	16
5813	<b>Drinking places (alcoholic beverages)</b> -----	1	2	-	1	-	3
591	<b>Drug and proprietary stores</b> -----	2	1	1	4	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	48	30	14	99	27	7
592	<b>Liquor stores</b> -----	3	2	-	2	-	1
594	<b>Miscellaneous shopping goods stores</b> -----	31	20	12	69	21	2
5992	<b>Florists</b> -----	2	1	-	3	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Ana CBD</b>					
	<b>Retail stores<sup>2</sup></b>	201	89 312	11 661	2 713	1 489
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	3	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	13	9 506	895	235	115
541	Grocery stores	5	7 964	856	206	90
55 ex. 554	<b>Automotive dealers</b>	16	26 491	2 433	544	242
554	<b>Gasoline service stations</b>	10	4 997	476	95	69
56	<b>Apparel and accessory stores</b>	21	2 316	309	61	46
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	8	793	98	27	19
562	Women's ready-to-wear stores	4	466	55	16	11
565	Family clothing stores	-	-	-	-	-
566	Shoe stores	7	1 004	133	37	18
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	29	15 540	2 724	616	240
5712	Furniture stores	11	9 722	1 702	377	126
5713, 4, 9	Home furnishings stores	7	2 332	225	48	23
572, 3	Household appliance, radio, television, and music stores	11	3 486	797	191	91
58	<b>Eating and drinking places</b>	50	6 759	1 503	373	323
5812	Eating places	35	5 120	1 229	297	256
5813	Drinking places (alcoholic beverages)	15	1 639	274	76	67
591	<b>Drug and proprietary stores</b>	4	1 111	162	45	22
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	50	(D)	(D)	(D)	(D)
592	Liquor stores	3	1 139	96	22	14
594	Miscellaneous shopping goods stores	22	(D)	(D)	(D)	(D)
5992	Florists	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	188	113 178	14 191	3 203	59
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	66 846	8 365	1 872	1 255
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	(D)	(D)	(D)	(D)
541	Grocery stores-----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	81	25 268	3 014	708	537
561	Men's and boys' clothing and furnishings stores -----	14	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	39	11 053	1 273	306	264
562	Women's ready-to-wear stores -----	33	9 357	1 109	270	237
565	Family clothing stores -----	4	2 495	270	60	40
566	Shoe stores -----	19	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	1 034	117	28	24
57	Furniture, home furnishings, and equipment stores-----	12	4 190	556	96	51
5712	Furniture stores -----	-	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 203	284	67	32
58	Eating and drinking places-----	14	(D)	(D)	(D)	(D)
5812	Eating places -----	14	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	-	-	-	-	-
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	45	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	34	11 015	1 297	312	199
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 10</b>					
	Retail stores <sup>2</sup> -----	181	135 522	19 591	4 801	3 250
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	59 472	8 880	1 932	1 334
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	13	14 827	1 554	402	173
541	Grocery stores -----	3	13 251	1 436	376	145
55 ex. 554	Automotive dealers -----	4	1 848	364	84	37
554	Gasoline service stations -----	14	11 777	1 050	254	144
56	Apparel and accessory stores -----	41	13 182	1 541	357	300
561	Men's and boys' clothing and furnishings stores -----	6	2 990	330	69	57
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 758	605	153	136
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	1 711	182	38	42
566	Shoe stores -----	12	2 939	380	85	52
564, 9	Other apparel and accessory stores -----	3	784	44	12	13
57	Furniture, home furnishings, and equipment stores -----	14	3 549	447	140	63
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 428	333	98	44
58	Eating and drinking places -----	36	(D)	(D)	(D)	(D)
5812	Eating places -----	35	12 369	3 341	804	856
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	48	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	2 367	183	51	30
594	Miscellaneous shopping goods stores -----	31	6 681	932	188	124
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 11</b>					
	Retail stores <sup>2</sup> -----	101	107 942	15 078	3 403	2 424
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	54 036	6 964	1 485	1 301
531	Department stores <sup>3</sup> -----	5	54 036	6 964	1 485	1 301
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	2	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	33	15 737	2 078	425	291
561	Men's and boys' clothing and furnishings stores -----	6	5 986	794	184	118
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	6 007	746	121	103
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	7	2 290	387	80	34
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	1	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	18	7 635	2 003	493	476
5812	Eating places -----	14	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	30	8 452	825	173	106
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	20	5 058	554	115	79
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll antira yaar (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 13</b>					
	<b>Retail stores<sup>2</sup></b>	305	252 018	34 400	7 988	4 845
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	1	(D)	(D)	(D)	(D)
525	Hardware storas	—	—	—	—	—
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandisa group stores</b>	10	119 807	14 960	3 452	1 943
531	Department storas <sup>3</sup>	5	114 185	14 120	3 270	1 738
533	Vanity storas	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandisa storas	3	(D)	(D)	(D)	(D)
54	<b>Food atores<sup>4</sup></b>	18	20 548	2 283	496	274
541	Grocery storas	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	4	788	271	111	29
554	<b>Gasoline service atations</b>	7	4 883	293	80	45
56	<b>Apparel and accessory stores</b>	94	42 564	5 346	1 104	693
561	Man's and boys' clothing and furnishings storas	16	8 464	1 180	266	134
562, 3, 8	Woman's clothing and specialty storas and furriars	42	21 597	2 673	509	369
562	Women's ready-to-wear storas	36	20 079	2 485	463	336
565	Family clothing storas	9	3 438	391	98	51
566	Shoe stores	19	8 041	994	206	114
564, 9	Other apparel and accessory storas	8	1 024	108	25	25
57	<b>Furniture, home furnishings, and equipment stores</b>	31	10 836	1 413	313	175
5712	Furniture stores	11	3 914	551	107	63
5713, 4, 9	Home furnishings stores	9	2 515	394	77	47
572, 3	Household appliance, radio, television, and music stores	11	4 407	468	129	65
58	<b>Eating and drinking placea</b>	37	18 223	5 321	1 290	1 041
5812	Eating placas	36	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	4	5 193	672	202	73
59 ex. 591, 8	<b>Miscellaneous retail atores<sup>5</sup></b>	99	(D)	(D)	(D)	(D)
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods storas	69	22 351	2 879	664	432
5992	Florists	3	209	27	5	7

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 14</b>					
	Retail stores <sup>2</sup> -----	103	90 475	12 452	2 909	2 113
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food atores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores-----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	4	2 768	282	54	43
56	Apparel and accessory stores-----	39	15 462	1 890	450	315
561	Men's and boys' clothing and furnishings stores-----	5	2 312	300	66	47
562, 3, 8	Women's clothing and specialty stores and furrers-----	18	6 381	789	187	164
562	Women's ready-to-wear stores-----	17	(D)	(D)	(D)	(D)
565	Family clothing stores-----	3	(D)	(D)	(D)	(D)
566	Shoe stores-----	11	3 689	509	114	50
564, 9	Other apparel and accessory stores-----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	11	3 888	372	87	47
5712	Furniture stores-----	3	1 218	114	25	9
5713, 4, 9	Home furnishings stores-----	3	584	87	18	11
572, 3	Household appliance, radio, television, and music stores-----	5	2 086	171	44	27
58	Eating and drinking places-----	10	3 940	958	221	213
5812	Eating places-----	10	3 940	958	221	213
5813	Drinking places (alcoholic beverages)-----	-	-	-	-	-
591	Drug and proprietary atores-----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	27	(D)	(D)	(D)	(D)
592	Liquor stores-----	-	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	21	(D)	(D)	(D)	(D)
5992	Florists-----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Anaheim</b>					
	<b>Retail stores<sup>2</sup></b>	1 678	765 538	101 170	23 423	14 409
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	66	49 744	6 380	1 490	530
525	Hardware stores	17	7 957	(D)	(D)	(D)
52 ex. 525	Other	49	41 787	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	22	81 974	9 715	2 004	1 473
531	Department stores <sup>3</sup>	8	73 987	8 735	1 796	1 324
533	Variety stores	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	10	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	165	147 603	16 246	3 805	1 777
541	Grocery stores	85	136 497	14 694	3 451	1 490
55 ex. 554	<b>Automotive dealers</b>	115	145 735	15 228	3 646	1 150
554	<b>Gasoline service stations</b>	140	54 253	3 491	843	803
56	<b>Apparel and accessory stores</b>	102	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores	13	(D)	683	149	94
562, 3, 8	Women's clothing and specialty stores and fitters	44	5 689	829	193	148
562	Women's ready-to-wear stores	38	5 335	(D)	(D)	(D)
565	Family clothing stores	15	5 057	651	153	163
566	Shoe stores	20	5 132	812	191	130
564, 9	Other apparel and accessory stores	10	491	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	172	68 986	(D)	(D)	(D)
5712	Furniture stores	54	35 532	4 217	952	412
5713, 4, 9	Home furnishings stores	66	13 862	1 376	302	150
572, 3	Household appliance, radio, television, and music stores	52	19 592	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	405	108 264	28 585	6 653	6 021
5812	Eating places	343	102 699	27 276	6 299	5 705
5813	Drinking places (alcoholic beverages)	62	5 565	1 309	354	316
591	<b>Drug and proprietary stores</b>	33	(D)	3 377	834	378
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	458	63 700	7 162	1 666	1 147
592	Liquor stores	48	(D)	1 312	316	246
594	Miscellaneous shopping goods stores	158	29 677	3 498	783	531
5992	Florists	28	2 022	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Ana</b>					
	Retail stores <sup>2</sup> -----	1 559	872 968	108 868	25 467	13 703
52	Building materials, hardware, garden supply, and mobile home dealers -----	69	89 971	(D)	(D)	(D)
525	Hardware stores -----	11	6 821	943	194	104
52 ex. 525	Other -----	58	63 150	(D)	(D)	(D)
53	General merchandise group stores -----	19	99 119	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	7	82 395	10 467	2 412	1 385
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	170	139 797	15 544	3 688	1 727
541	Grocery stores -----	78	124 644	13 413	3 109	1 274
55 ex. 554	Automotive dealers -----	140	223 025	21 298	5 152	1 550
554	Gasoline service stations -----	135	66 000	4 245	1 133	632
56	Apparel and accessory stores -----	95	19 892	2 661	630	401
561	Men's and boys' clothing and furnishings stores -----	14	4 304	550	111	70
562, 3, 8	Women's clothing and specialty stores and furriers -----	39	7 182	969	243	171
562	Women's ready-to-wear stores -----	30	8 486	869	215	152
565	Family clothing stores -----	9	3 648	501	113	67
566	Shoe stores -----	23	4 041	540	139	72
564, 9	Other apparel and accessory stores -----	10	717	101	24	21
57	Furniture, home furnishings, and equipment stores -----	152	59 497	8 877	2 033	886
5712	Furniture stores -----	40	21 167	3 006	686	284
5713, 4, 9	Home furnishings stores -----	52	15 068	2 538	644	265
572, 3	Household appliance, radio, television, and music stores -----	60	23 262	3 133	703	337
58	Eating and drinking places -----	354	78 902	20 036	4 733	4 295
5812	Eating places -----	282	68 409	17 945	4 216	3 893
5813	Drinking places (alcoholic beverages) -----	72	8 493	2 091	517	402
591	Drug and proprietary stores -----	35	23 821	3 853	949	407
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	390	94 944	13 217	2 935	1 823
592	Liquor stores -----	42	16 106	1 323	311	222
594	Miscellaneous shopping goods stores -----	130	20 757	2 669	670	408
5992	Florists -----	16	1 514	255	61	59

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Anaheim-Santa Ana-Garden Grove, Calif., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	14 900	7 270 443	919 501	214 739	128 045
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	702	448 368	48 319	10 640	4 862
525	Hardware stores -----	147	55 598	7 221	1 717	841
52 ex. 525	Other -----	555	392 790	41 098	8 923	3 821
53	<b>General merchandise group stores-----</b>	209	1 057 456	138 832	30 091	19 751
531	Department stores <sup>3</sup> -----	78	978 674	127 037	27 847	18 063
533	Variety stores-----	58	24 820	3 803	998	906
539	Miscellaneous general merchandise stores-----	73	53 962	5 992	1 246	782
54	<b>Food stores<sup>4</sup>-----</b>	1 388	1 417 387	158 207	36 915	16 936
541	Grocery stores-----	661	1 306 846	141 603	32 956	13 708
55 ex. 554	<b>Automotive dealers-----</b>	1 139	1 556 689	156 489	37 174	10 904
554	<b>Gasoline service stations-----</b>	1 093	500 913	33 130	8 211	5 803
56	<b>Apparel and accessory stores-----</b>	1 284	295 916	38 208	8 776	6 443
561	Men's and boys' clothing and furnishings stores-----	175	63 285	8 437	1 896	1 165
562, 3, 8	Women's clothing and specialty stores and furriers-----	584	120 216	15 476	3 541	2 958
562	Women's ready-to-wear stores-----	501	111 838	14 515	3 298	2 771
565	Family clothing stores-----	146	49 099	5 641	1 373	1 088
566	Shoe stores-----	237	51 173	7 294	1 617	957
564, 9	Other apparel and accessory stores-----	142	12 143	1 360	349	275
57	<b>Furniture, home furnishings, and equipment stores-----</b>	1 409	414 332	52 261	11 840	5 303
5712	Furniture stores-----	383	172 239	22 668	5 047	2 120
5713, 4, 9	Home furnishings stores-----	540	102 749	12 297	2 845	1 303
572, 3	Household appliance, radio, television, and music stores-----	486	139 344	17 296	3 948	1 880
58	<b>Eating and drinking places-----</b>	2 930	748 032	195 462	46 372	43 785
5812	Eating places-----	2 474	698 439	184 445	43 570	41 274
5813	Drinking places (alcoholic beverages)-----	456	49 593	11 017	2 802	2 511
591	<b>Drug and proprietary stores-----</b>	324	207 538	30 960	8 238	3 677
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	4 422	623 812	69 633	16 482	10 781
592	Liquor stores-----	420	156 392	12 414	2 944	2 231
594	Miscellaneous shopping goods stores-----	1 785	273 647	32 388	7 792	5 148
5992	Florists-----	224	17 697	3 026	675	579

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Ana</b>					
	<b>Retail stores<sup>2</sup></b>	198	81 247	8 535	2 039	1 539
52	Building materials, hardware, garden supply, and mobile home dealers	3	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	7	9 213	1 305	306	346
531	Department stores <sup>3</sup>	2	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	11	8 821	602	150	107
55 ex. 554	<b>Automotive dealers</b>	17	15 819	1 889	449	192
554	<b>Gasoline service stations</b>	9	2 094	300	70	72
56	<b>Apparel and accessory stores</b>	18	2 108	351	95	75
561	Men's and boys' clothing and furnishings stores	6	972	169	41	29
562, 3, 8	Women's clothing and specialty stores and furriers	8	645	105	30	28
562	Women's ready-to-wear stores	4	(D)	(D)	(D)	(D)
565	Family clothing stores	-	-	-	-	-
566	Shoe stores	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	29	9 898	1 590	371	203
5712	Furniture stores	14	6 652	1 047	238	118
5713, 4, 9	Home furnishings stores	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	12	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	48	3 287	778	169	219
5812	Eating places	36	2 484	613	130	179
5813	Drinking places (alcoholic beverages)	10	803	163	39	40
591	<b>Drug and proprietary stores</b>	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	52	8 348	1 194	293	243
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	25	5 396	788	181	137
5992	Florists	3	196	51	12	10

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Santa Ana</b>			
	<b>Retail stores<sup>2</sup></b>			
52	Building materials, hardware, garden supply, and mobile home dealers	45.8	76.8	88.1
525	Hardware stores	88.3	119.7	115.2
52 ex. 525	Other	86.0 86.9	(D) 129.0	28.3 138.0
53	<b>General merchandise group stores</b>	(D)	28.9	87.7
531	Department stores <sup>3</sup>	-18.7	22.0	74.0
533	Variety stores	-55.3	-36.3	-18.2
539	Miscellaneous general merchandise stores	-45.3	89.7	43.1
54	<b>Food stores<sup>4</sup></b>	43.8	73.7	79.8
541	Grocery stores	(NA)	72.1	79.9
55 ex. 554	<b>Automotive dealers</b>	80.1	83.6	94.7
554	<b>Gasoline service stations</b>	138.6	93.1	87.8
56	<b>Apparel and accessory stores</b>	10.0	43.6	73.3
561	Men's and boys' clothing and furnishings stores	(D)	(D)	29.2
562, 3, 8	Women's clothing and specialty stores and furriers	22.9	17.0	78.2
562	Women's ready-to-wear stores	(D)	14.4	80.2
565	Family clothing stores	-	(D)	168.6
566	Shoe stores	(D)	(D)	77.0
564, 9	Other apparel and accessory stores	(D)	124.1	69.4
57	<b>Furniture, home furnishings, and equipment stores</b>	57.0	59.9	108.4
5712	Furniture stores	46.2	26.8	92.1
5713, 4, 9	Home furnishings stores	(D)	192.8	131.3
572, 3	Household appliance, radio, television, and music stores	(D)	51.4	115.3
58	<b>Eating and drinking places</b>	105.8	106.9	92.0
5812	Eating places	106.1	113.5	98.1
5813	Drinking places (alcoholic beverages)	104.1	65.7	34.4
591	<b>Drug and proprietary stores</b>	(D)	86.8	56.9
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	(D)	199.0	123.0
592	Liquor stores	(D)	(D)	66.7
594	Miscellaneous shopping goods stores	(D)	59.6	113.7
5992	Florists	(D)	44.6	98.1

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps.]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Santa Ana</b>					
	Retail stores <sup>1</sup> -----	10.2	1.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	8.0	8.2
525	Hardware stores -----	(D)	(D)	(D)	0.8	0.8
52 ex. 525	Other -----	(D)	(D)	(D)	7.2	5.4
53	General merchandise group stores -----	(D)	(D)	(D)	11.4	14.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	9.4	13.5
533	Variety stores-----	(D)	(D)	(D)	(D)	0.3
539	Miscellaneous general merchandise stores-----	5.8	(D)	(D)	(D)	0.7
54	Food stores <sup>3</sup> -----	8.8	0.7	10.8	18.0	19.5
541	Grocery stores-----	8.4	0.8	8.9	14.3	18.0
55 ex. 554	Automotive dealers -----	12.8	1.8	31.9	25.5	21.4
554	Gasoline service stations-----	7.8	1.0	5.8	7.6	6.9
56	Apparel and accessory stores-----	11.7	0.8	2.8	2.3	4.1
561	Men's and boys' clothing and furnishings stores-----	(D)	(D)	(D)	0.5	0.9
562, 3, 8	Women's clothing and specialty stores and furriers-----	11.0	0.7	0.9	0.8	1.7
562	Women's ready-to-wear stores-----	7.2	0.4	0.5	0.7	1.5
565	Family clothing stores-----	—	—	—	0.4	0.7
566	Shoe stores-----	24.8	2.0	1.1	0.5	0.7
564, 9	Other apparel and accessory stores-----	(D)	(D)	(D)	0.1	0.2
57	Furniture, home furnishings, and equipment stores-----	26.1	3.8	17.4	8.8	5.7
5712	Furniture stores-----	45.9	5.6	10.9	2.4	2.4
5713, 4, 9	Home furnishings stores-----	15.5	2.3	2.6	1.7	1.4
572, 3	Household appliance, radio, television, and music stores-----	15.0	2.5	3.9	2.7	1.9
58	Eating and drinking places-----	8.8	0.9	7.8	8.8	10.3
5812	Eating places-----	7.5	0.7	5.7	7.8	9.6
5813	Drinking places (alcoholic beverages)-----	19.3	3.3	1.8	1.0	0.7
591	Drug and proprietary stores-----	4.7	0.5	1.2	2.7	2.9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	10.9	8.6
592	Liquor stores-----	7.1	0.7	1.3	1.8	2.2
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	2.4	3.8
5992	Florists-----	(D)	(D)	(D)	0.2	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

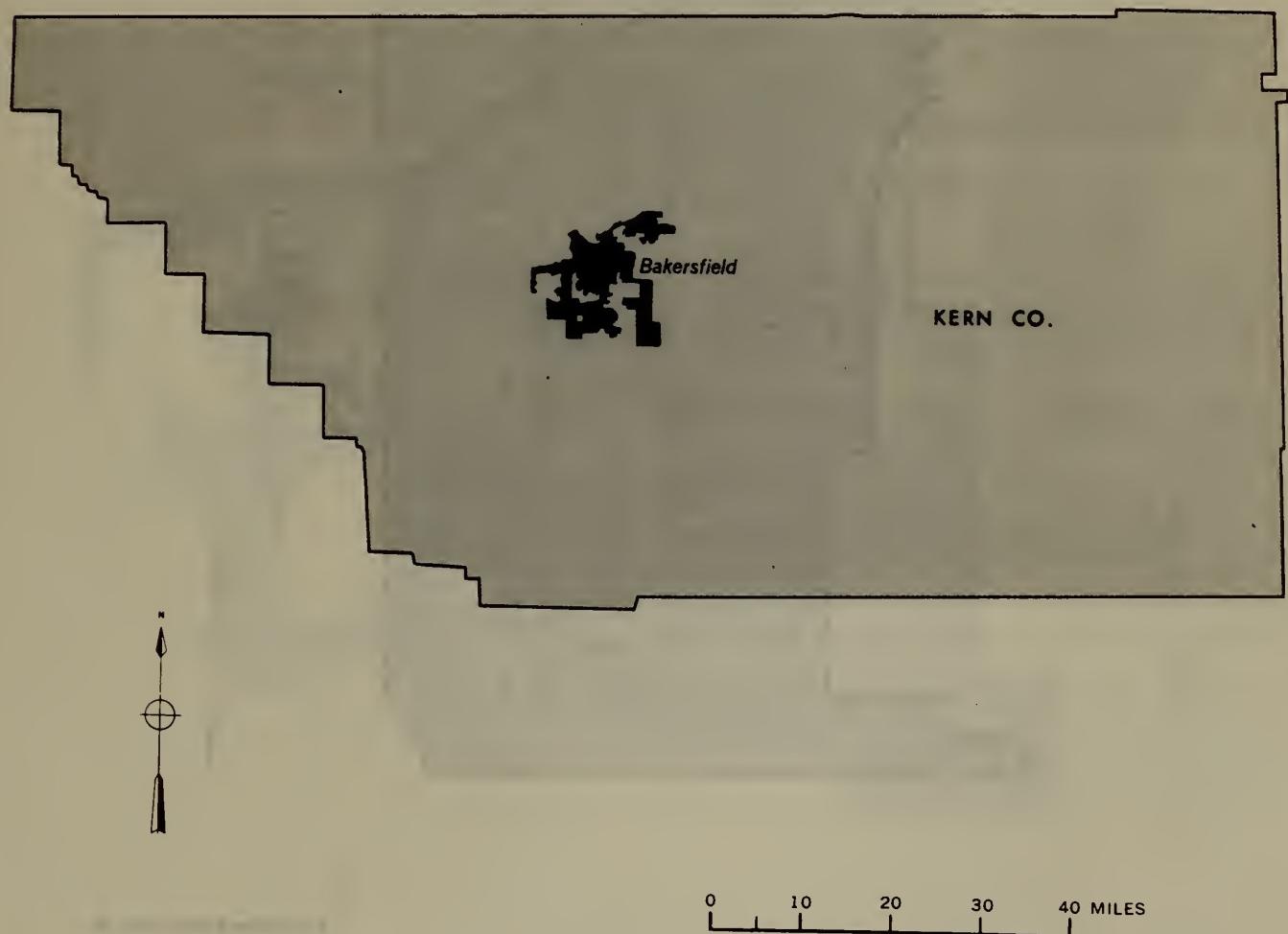
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

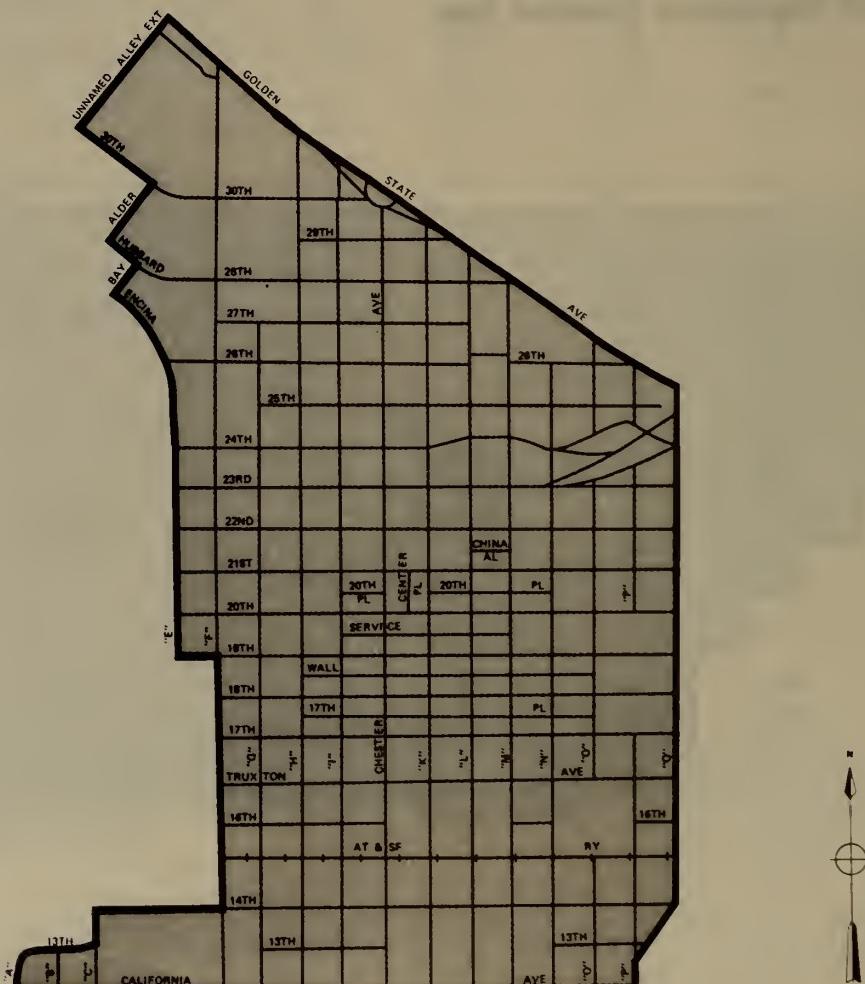
## BAKERSFIELD

Standard Metropolitan Statistical Area



# BAKERSFIELD

## Central Business District

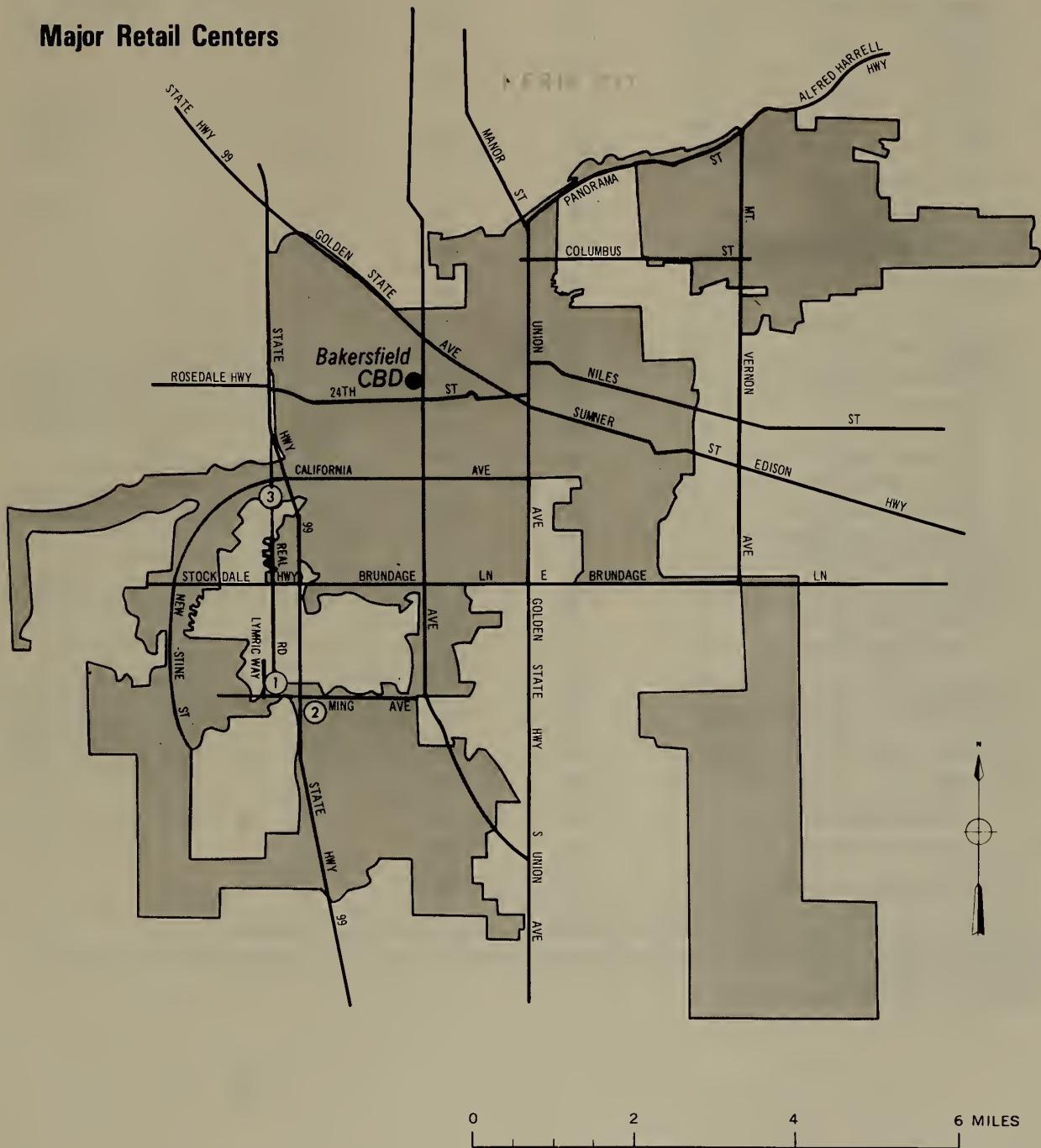


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# BAKERSFIELD

## Major Retail Centers



● Central Business District

(1) Major Retail Centers (boundary descriptions are in appendix E)

Central City

U.S. DEPARTMENT OF COMMERCE

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**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 1	No. 2	No. 3
	Retail stores: <sup>1, 2</sup>						
	Number .....	3 087	1 148	256	30	91	146
	Sales (\$1,000) .....	1 278 759	714 046	153 873	34 681	106 151	139 576
	Payroll entire year (\$1,000) .....	151 839	89 484	21 431	(D)	14 971	15 349
	Paid employees for week including March 12 .....	22 493	12 669	2 924	(D)	2 215	2 176
54, 58, 591	Convenience goods stores:						
	Number .....	1 155	380	57	14	23	52
	Sales (\$1,000) .....	(D)	200 832	19 346	17 558	19 950	46 010
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>						
	Number .....	751	367	107	9	59	44
	Sales (\$1,000) .....	(D)	226 392	62 679	9 905	81 679	19 127
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number .....	1 181	401	92	7	9	50
	Sales (\$1,000) .....	530 066	286 822	71 848	7 218	4 522	74 439
	Number of Establishments						
	Retail stores <sup>1, 2</sup> .....	3 087	1 148	256	30	91	146
52	Building materials, hardware, garden supply, and mobile home dealers .....	140	43	10	-	1	3
525	Hardware stores .....	41	10	2	-	-	-
52 ex. 525	Other .....	99	33	8	-	1	3
53	General merchandise group stores .....	74	26	7	1	7	4
531	Department stores <sup>4</sup> .....	12	11	2	1	4	1
533	Variety stores .....	31	7	3	-	1	1
539	Miscellaneous general merchandise stores .....	31	8	2	-	2	2
54	Food stores <sup>5</sup> .....	399	105	8	4	10	14
541	Grocery stores .....	280	62	5	3	4	8
55 ex. 554	Automotive dealers .....	262	89	28	2	-	13
554	Gasoline service stations .....	330	114	14	5	3	20
56	Apparel and accessory stores .....	207	109	31	3	33	11
561	Men's and boys' clothing and furnishings stores .....	29	17	7	-	7	1
562, 3, 8	Women's clothing and specialty stores and furriers .....	94	52	12	2	12	8
562	Women's ready-to-wear stores .....	83	46	11	2	10	8
565	Family clothing stores .....	37	10	4	-	2	1
566	Shoe stores .....	36	24	7	1	9	1
564, 9	Other apparel and accessory stores .....	11	6	1	-	3	-
57	Furniture, home furnishings, and equipment stores .....	227	110	25	4	8	17
5712	Furniture stores .....	72	34	9	2	4	4
5713, 4, 9	Home furnishings stores .....	78	37	8	2	-	6
572, 3	Household appliance, radio, television, and music stores .....	77	39	8	-	4	7
58	Eating and drinking places .....	686	248	44	9	11	34
5812	Eating places .....	532	205	38	9	8	31
5813	Drinking places (alcoholic beverages) .....	154	41	6	-	3	3
591	Drug and proprietary stores .....	70	29	5	1	2	4
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	692	277	84	1	16	26
592	Liquor stores .....	107	31	7	-	1	3
594	Miscellaneous shopping goods stores .....	243	122	44	1	11	12
5992	Florists .....	40	18	5	-	-	5

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bakersfield CBD</b>					
	Retail etores <sup>2</sup> -----	256	153 873	21 431	5 115	2 924
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	8 154	909	208	75
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	3	1 138	226	55	67
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	7 020	888	181	70
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	28	54 091	4 632	1 069	407
554	Gasoline service stations-----	14	(D)	(D)	(D)	(D)
56	Apparel and accessory etores-----	31	12 590	1 670	396	241
561	Men's and boys' clothing and furnishings stores -----	7	2 780	420	105	50
562, 3, 8	Women's clothing and specialty stores and furniers -----	12	2 340	386	84	59
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	5 085	579	137	97
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	25	13 617	2 215	529	222
5712	Furniture stores -----	9	6 161	931	212	80
5713, 4, 9	Home furnishings stores -----	8	2 375	199	42	33
572, 3	Household appliance, radio, television, and music stores-----	8	5 081	1 085	275	109
58	Eating and drinking places-----	44	9 226	2 456	592	603
5812	Eating places -----	38	8 549	2 339	561	579
5813	Drinking places (alcoholic beverages)-----	6	677	117	31	24
591	Drug and proprietary atores -----	5	3 100	605	151	68
59 ex. 591, 6	Miscellaneous retail etores <sup>5</sup> -----	84	(D)	(D)	(D)	(D)
592	Liquor stores -----	7	1 986	125	30	21
594	Miscellaneous shopping goods stores-----	44	(D)	(D)	(D)	(D)
5992	Florists -----	5	671	122	30	16

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	Retail stores <sup>2</sup> -----	146	139 576	15 349	3 723	2 176
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	14	28 460	2 749	596	243
541	Grocery stores-----	8	27 617	2 598	555	198
55 ex. 554	Automotive dealers -----	13	62 297	5 238	1 283	382
554	Gasoline service stations -----	20	7 876	518	143	107
56	Apparel and accessory stores-----	11	1 980	263	76	49
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	8	1 297	131	35	29
562	Women's ready-to-wear stores -----	8	1 297	131	35	29
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	17	6 999	1 143	276	103
5712	Furniture stores -----	4	1 125	165	34	14
5713, 4, 9	Home furnishings stores -----	6	4 434	857	214	71
572, 3	Household appliance, radio, television, and music stores-----	7	1 440	121	28	18
58	Eating and drinking places-----	34	12 218	3 120	844	883
5812	Eating places -----	31	11 835	3 018	818	865
5813	Drinking places (alcoholic beverages) -----	3	383	102	26	18
591	Drug and proprietary stores -----	4	5 332	742	208	87
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 076	90	24	20
594	Miscellaneous shopping goods stores -----	12	(D)	(D)	(D)	(D)
5992	Florists -----	5	335	78	18	13

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bakersfield</b>					
	<b>Retail stores<sup>2</sup></b>	1 148	714 048	89 484	21 097	12 869
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	43	43 597	4 639	1 002	422
525	Hardware stores	10	(D)	(D)	(D)	(D)
52 ex. 525	Other	33	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	26	122 412	17 909	4 163	2 780
531	Department stores <sup>3</sup>	11	(D)	(D)	(D)	(D)
533	Variety stores	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	8	2 035	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	105	107 804	10 595	2 442	1 133
541	Grocery stores	62	101 648	9 636	2 201	950
55 ex. 554	<b>Automotive dealers</b>	89	177 519	16 361	3 863	1 261
554	<b>Gasoline service stations</b>	114	45 569	3 368	803	584
56	<b>Apparel and accessory stores</b>	109	33 865	4 514	1 077	711
561	Men's and boys' clothing and furnishings stores	17	(D)	692	213	120
562, 3, 8	Women's clothing and specialty stores and furriers	52	9 591	1 456	349	260
562	Women's ready-to-wear stores	46	(D)	(D)	(D)	(D)
565	Family clothing stores	10	(D)	1 090	270	191
566	Shoe stores	24	(D)	980	221	119
564, 9	Other apparel and accessory stores	6	(D)	96	24	21
57	<b>Furniture, home furnishings, and equipment stores</b>	110	47 517	7 000	1 546	639
5712	Furniture stores	34	18 170	2 454	546	228
5713, 4, 9	Home furnishings stores	37	11 213	1 849	424	165
572, 3	Household appliance, radio, television, and music stores	39	16 134	2 697	576	246
58	<b>Eating and drinking places</b>	246	59 965	15 291	3 739	3 736
5812	Eating places	205	56 533	14 578	3 563	3 603
5813	Drinking places (alcoholic beverages)	41	3 432	713	176	133
591	<b>Drug and proprietary stores</b>	29	33 063	4 252	1 096	504
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	277	42 735	5 555	1 366	899
592	Liquor stores	31	(D)	663	167	133
594	Miscellaneous shopping goods stores	122	22 598	3 180	792	502
5992	Florists	16	(D)	548	124	75

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bakersfield, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>3 087</b>	<b>1 278 759</b>	<b>151 839</b>	<b>36 028</b>	<b>22 493</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	140	81 895	8 892	2 025	857
525	Hardware stores -----	41	11 346	1 422	314	158
52 ex. 525	Other -----	99	70 549	7 470	1 711	699
53	<b>General merchandise group stores -----</b>	<b>74</b>	<b>138 953</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	12	121 870	17 658	4 065	2 684
533	Variety stores -----	31	(D)	1 726	443	389
539	Miscellaneous general merchandise stores -----	31	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>399</b>	<b>294 509</b>	<b>27 735</b>	<b>8 326</b>	<b>3 162</b>
541	Grocery stores -----	280	276 613	25 315	5 729	2 728
55 ex. 554	<b>Automotive dealers -----</b>	<b>282</b>	<b>260 853</b>	<b>24 532</b>	<b>5 784</b>	<b>2 024</b>
554	<b>Gasoline service stations-----</b>	<b>330</b>	<b>128 164</b>	<b>8 942</b>	<b>2 130</b>	<b>1 435</b>
56	<b>Apparel and accessory stores-----</b>	<b>207</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	29	(D)	1 190	290	166
562, 3, 8	Women's clothing and specialty stores and fumers -----	94	13 304	1 882	483	362
562	Women's ready-to-wear stores -----	83	12 082	(D)	(D)	(D)
565	Family clothing stores -----	37	15 257	1 955	452	334
566	Shoe stores -----	36	8 946	1 138	259	142
564, 9	Other apparel and accessory stores -----	11	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>227</b>	<b>65 496</b>	<b>9 068</b>	<b>2 029</b>	<b>907</b>
5712	Furniture stores -----	72	28 337	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	78	15 498	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	77	21 661	(D)	(D)	(D)
58	<b>Eating and drinking places-----</b>	<b>686</b>	<b>117 959</b>	<b>29 146</b>	<b>7 141</b>	<b>7 353</b>
5812	Eating places -----	532	107 883	27 203	6 662	6 935
5813	Drinking places (alcoholic beverages) -----	154	10 076	1 943	479	418
591	<b>Drug and proprietary stores -----</b>	<b>70</b>	<b>(D)</b>	<b>7 361</b>	<b>1 901</b>	<b>932</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>692</b>	<b>91 229</b>	<b>9 967</b>	<b>2 539</b>	<b>1 633</b>
592	Liquor stores -----	107	(D)	2 215	543	435
594	Miscellaneous shopping goods stores -----	243	32 075	4 148	1 079	665
5992	Florists -----	40	3 963	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bakersfield</b>					
	<b>Retail stores<sup>2</sup> -----</b>	231	111 099	15 718	3 790	2 706
52	<b>Building material, hardware, garden supply, and mobile home dealers -----</b>	6	2 543	361	86	48
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	7	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	4	1 065	206	49	55
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	7	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	38	47 874	5 331	1 294	658
554	<b>Gasoline service stations -----</b>	20	3 429	290	69	81
56	<b>Apparel and accessory stores -----</b>	28	4 707	647	154	134
561	Men's and boys' clothing and furnishings stores -----	5	1 233	205	49	35
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 504	216	50	52
562	Women's ready-to-wear stores -----	9	1 504	216	50	52
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	18	7 250	1 276	311	161
5712	Furniture stores -----	7	3 746	524	126	60
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places-----</b>	42	5 052	1 421	342	421
5812	Eating places -----	32	4 487	1 312	316	397
5813	Drinking places (alcoholic beverages) -----	10	565	109	26	24
591	<b>Drug and proprietary stores -----</b>	6	2 625	539	121	89
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	61	8 575	1 296	299	268
592	Liquor stores -----	5	1 131	86	22	24
594	Miscellaneous shopping goods stores -----	30	5 636	938	214	181
5992	Florists -----	3	379	47	11	13

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Bakersfield</b>			
	Retail stores <sup>2</sup> -----	38.5	92.6	77.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	142.0	169.4	162.0
525	Hardware stores -----	-39.9	32.8	121.9
52 ex. 525	Other -----	158.2	190.3	169.8
53	General merchandise group stores -----	19.9	60.5	46.7
531	Department stores <sup>3</sup> -----	20.2	64.3	55.5
533	Variety stores-----	6.9	9.2	(D)
539	Miscellaneous general merchandise stores-----	40.5	13.8	(D)
54	Food stores <sup>4</sup> -----	(D)	137.9	88.0
541	Grocery stores-----	(NA)	144.5	87.7
55 ex. 554	Automotive dealers -----	13.0	89.1	73.5
554	Gasoline service stations-----	(D)	60.2	61.2
56	Apparel and accessory stores-----	167.5	61.1	(D)
561	Men's and boys' clothing and furnishings stores -----	125.5	(D)	52.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	55.6	48.6	49.3
562	Women's ready-to-wear stores -----	(D)	38.5	(D)
565	Family clothing stores -----	(D)	(D)	54.5
566	Shoe stores -----	118.8	91.6	60.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	36.6
57	Furniture, home furnishings, and equipment stores-----	87.8	107.4	84.5
5712	Furniture stores -----	64.5	76.2	69.9
5713, 4, 9	Home furnishings stores -----	(D)	194.1	131.6
572, 3	Household appliance, radio, television, and music stores-----	(D)	106.5	78.5
58	Eating and drinking places-----	82.6	90.1	76.2
5812	Eating places -----	90.5	98.0	87.9
5813	Drinking places (alcoholic beverages) -----	19.8	14.7	5.6
591	Drug and proprietary stores -----	18.1	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	86.2
592	Liquor stores -----	75.6	49.0	48.1
594	Miscellaneous shopping goods stores-----	(D)	117.0	101.3
5992	Florists -----	77.0	78.5	72.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Bakersfield</b>					
	Retail stores <sup>1</sup> -----	21.5	12.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	14.1	7.5	4.0	6.1	6.4
525 52 ex. 525	Hardware stores -----	4.4	(D)	(D)	(D)	0.9
	Other -----	14.8	(D)	(D)	(D)	5.5
53	General merchandise group stores -----	(D)	(D)	(D)	17.1	10.9
531	Department stores <sup>2</sup> -----	20.4	(D)	(D)	(D)	9.5
533	Variety stores -----	(D)	(D)	0.7	(D)	(D)
539	Miscellaneous general merchandise stores -----	(D)	11.9	(D)	0.3	(D)
54	Food stores <sup>3</sup> -----	6.5	2.4	4.6	15.1	23.0
541	Grocery stores -----	(D)	(D)	(D)	14.3	21.6
55 ex. 554	Automotive dealers -----	30.5	20.7	35.2	24.9	20.4
554	Gasoline service stations -----	(D)	(D)	(D)	6.4	10.0
56	Apparel and accessory stores -----	37.2	(D)	8.2	4.7	(D)
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	(D)	1.8	(D)	(D)
	Women's clothing and specialty stores and furriers -----	24.4	17.6	1.5	1.3	1.0
562	Women's ready-to-wear stores -----	26.7	(D)	(D)	(D)	0.9
565	Family clothing stores -----	(D)	33.3	3.3	(D)	1.2
566	Shoe stores -----	30.9	(D)	(D)	(D)	0.7
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	28.7	20.8	8.8	6.7	5.1
5712 5713, 4, 9 572, 3	Furniture stores -----	33.9	21.7	4.0	2.5	2.2
	Home furnishings stores -----	21.2	15.3	1.5	1.6	1.2
	Household appliance, radio, television, and music stores -----	28.0	23.5	3.3	2.5	1.7
58	Eating and drinking places -----	15.4	7.8	6.0	8.4	9.2
5812 5813	Eating places -----	15.1	7.9	5.6	7.9	8.4
	Drinking places (alcoholic beverages) -----	19.7	6.7	0.4	0.5	0.8
591	Drug and proprietary stores -----	9.4	(D)	2.0	4.6	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	6.0	7.1
592	Liquor stores -----	(D)	(D)	1.3	(D)	(D)
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.2	2.5
5992	Florists -----	(D)	16.9	0.4	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

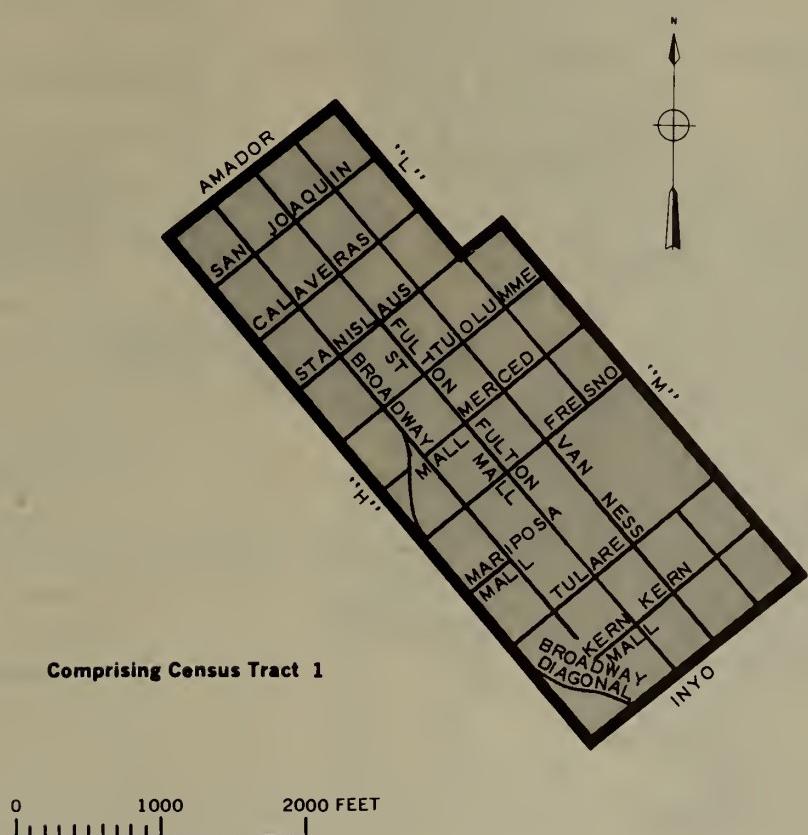
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

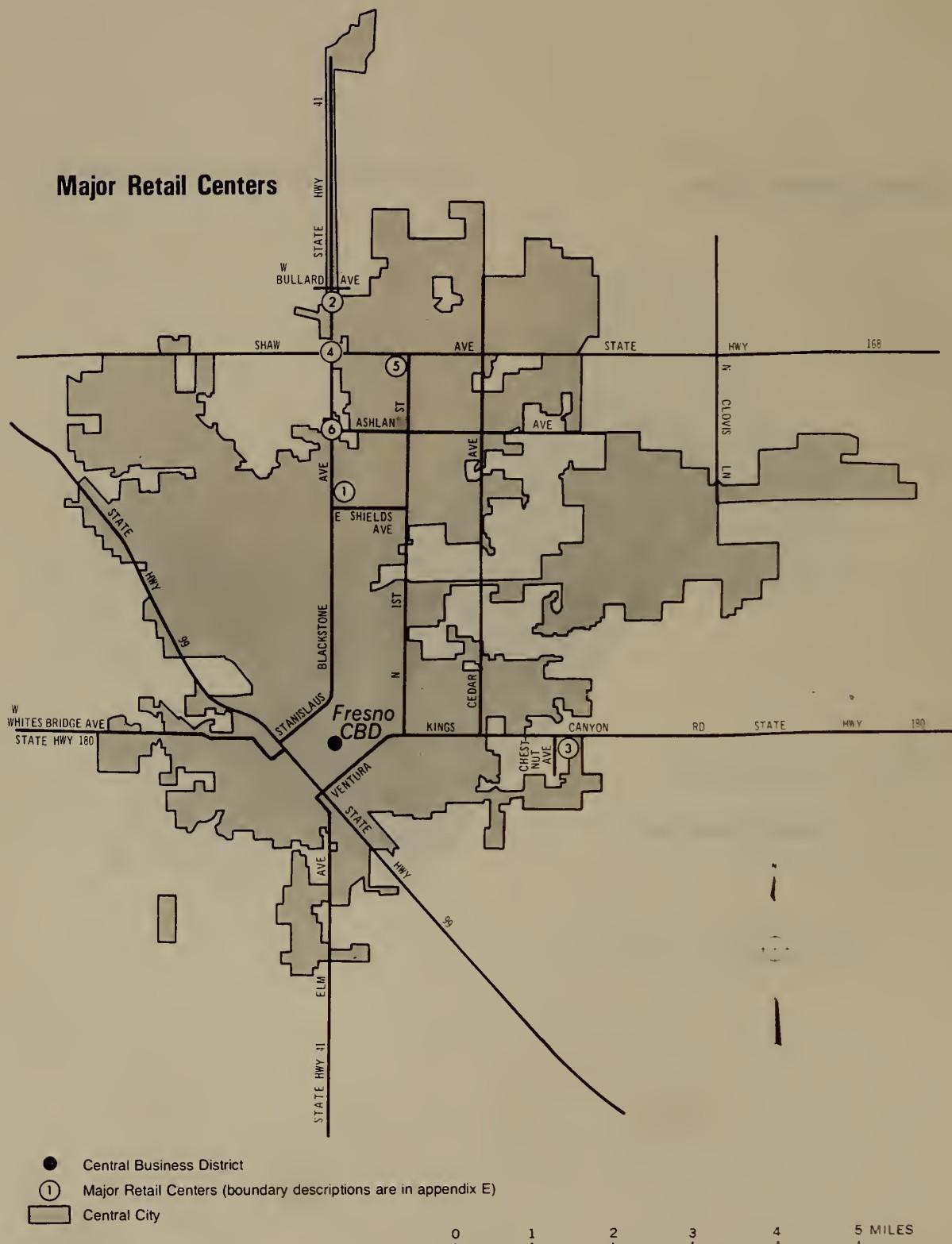
**FRESNO****Standard Metropolitan Statistical Area**

# FRESNO

## Central Business District



# FRESNO



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers					
					No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
	Retail stores: <sup>1, 2</sup>									
	Number	4 031	2 004	134	54	31	27	47	124	107
	Sales (\$1,000)	1 774 011	1 032 317	78 845	73 564	113 350	24 802	58 905	106 231	76 087
	Payroll entire year (\$1,000)	210 975	135 448	14 512	11 999	10 371	3 028	6 865	15 087	9 669
	Paid employees for week including March 12	30 206	19 692	2 226	1 643	956	445	911	2 479	1 370
54, 58, 591	Convenience goods stores:									
	Number	1 494	732	30	14	7	8	14	27	36
	Sales (\$1,000)	623 926	342 522	9 124	14 377	5 103	5 455	15 164	18 662	22 620
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number	1 058	591	77	40	6	15	26	80	40
	Sales (\$1,000)	456 601	362 445	51 561	59 187	25 688	17 396	28 724	83 549	27 507
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number	1 479	681	27	-	16	4	7	17	31
	Sales (\$1,000)	693 484	327 350	18 160	-	82 559	1 951	15 017	4 020	25 960
	<b>Number of Establishments</b>									
	Retail stores <sup>1, 2</sup>	4 031	2 004	134	54	31	27	47	124	107
52	Building materials, hardware, garden supply, and mobile home dealers	195	77	-	-	1	-	-	-	7
525	Hardware stores	57	22	-	-	-	-	-	-	2
52 ex. 525	Other	138	55	-	-	1	-	-	-	5
53	General merchandise group stores	94	42	7	3	2	2	3	6	2
531	Department stores <sup>4</sup>	14	12	2	2	2	1	1	3	1
533	Variety stores	41	15	2	1	-	-	-	-	-
539	Miscellaneous general merchandise stores	39	15	3	-	-	1	2	1	1
54	Food stores <sup>5</sup>	539	209	2	8	1	2	5	8	4
541	Grocery stores	404	135	1	2	1	1	4	3	3
55 ex. 554	Automotive dealers	329	149	5	-	9	2	2	1	11
554	Gasoline service stations	374	174	6	-	4	2	3	5	10
56	Apparel and accessory stores	305	172	26	25	-	6	6	48	4
561	Men's and boys' clothing and furnishings stores	52	27	3	-	-	1	-	12	1
562, 3, 8	Women's clothing and specialty stores and furriers	120	75	11	15	-	2	1	14	1
562	Women's ready-to-wear stores	109	67	10	14	-	1	1	11	-
565	Family clothing stores	48	16	-	2	-	1	1	5	-
566	Shoe stores	59	42	12	5	-	2	2	13	-
564, 9	Other apparel and accessory stores	26	12	-	3	-	-	2	4	1
57	Furniture, home furnishings, and equipment stores	332	190	13	2	3	5	14	8	21
5712	Furniture stores	117	57	10	1	3	2	5	1	8
5713, 4, 9	Home furnishings stores	98	65	1	1	-	-	3	3	6
572, 3	Household appliance, radio, television, and music stores	117	68	2	-	-	3	6	4	7
58	Eating and drinking places	850	466	26	5	6	4	7	18	30
5812	Eating places	656	379	19	5	6	4	7	18	27
5813	Drinking places (alcoholic beverages)	194	87	7	-	-	-	-	-	3
591	Drug and proprietary stores	105	57	2	1	-	2	2	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	908	468	47	10	5	2	5	29	16
592	Liquor stores	128	70	1	-	2	-	1	2	1
594	Miscellaneous shopping goods stores	327	187	31	10	1	2	3	18	13
5992	Florists	49	23	5	-	-	-	3	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fresno CBD</b>					
	Retail stores <sup>2</sup> -----	134	78 845	14 512	3 587	2 226
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	7	27 229	8 390	1 555	1 166
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	2	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	6	1 958	189	40	20
56	Apparel and accessory stores -----	26	10 203	2 164	572	286
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	3 916	683	171	107
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	13	6 184	898	255	107
5712	Furniture stores -----	10	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	26	3 633	830	219	240
5812	Eating places -----	19	2 877	649	163	187
5813	Drinking places (alcoholic beverages) -----	7	756	181	56	53
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	47	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	31	7 935	1 503	350	174
5992	Florists -----	5	1 009	242	53	41

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 5</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>124</b>	<b>106 231</b>	<b>15 087</b>	<b>3 535</b>	<b>2 479</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>52 026</b>	<b>7 647</b>	<b>1 794</b>	<b>1 304</b>
531	Department stores <sup>3</sup> -----	3	48 089	7 028	1 664	1 160
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>6</b>	<b>6 550</b>	<b>743</b>	<b>171</b>	<b>114</b>
541	Grocery stores -----	3	4 715	485	107	62
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>1 753</b>	<b>140</b>	<b>30</b>	<b>24</b>
56	<b>Apparel and accessory stores -----</b>	<b>48</b>	<b>22 502</b>	<b>2 760</b>	<b>635</b>	<b>452</b>
561	Men's and boys' clothing and furnishings stores -----	12	8 148	998	233	141
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	6 937	755	180	145
562	Women's ready-to-wear stores -----	11	6 020	627	147	125
565	Family clothing stores -----	5	1 636	183	31	27
566	Shoe stores -----	13	4 097	572	135	91
564, 9	Other apparel and accessory stores -----	4	1 684	272	56	48
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>8</b>	<b>2 119</b>	<b>300</b>	<b>77</b>	<b>45</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	1 472	179	46	29
58	<b>Eating and drinking places -----</b>	<b>16</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	18	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>29</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	6 902	1 058	224	126
5992	Florists -----	3	343	78	18	14

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	Retail stores <sup>2</sup> -----	107	76 087	9 669	2 183	1 370
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	9 237	1 367	378	144
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	4	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	11	12 033	1 269	260	102
554	Gasoline service stations -----	10	4 504	312	66	43
56	Apparel and accessory stores -----	4	701	68	17	13
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	1	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	21	9 393	1 269	257	112
5712	Furniture stores -----	8	3 329	489	96	43
5713, 4, 9	Home furnishings stores -----	6	1 929	302	67	30
572, 3	Household appliance, radio, television, and music stores -----	7	4 135	478	94	39
58	Eating and drinking places -----	30	11 072	2 360	571	555
5812	Eating places -----	27	10 761	2 305	553	544
5813	Drinking places (alcoholic beverages) -----	3	311	55	18	11
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	16	3 401	423	107	80
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	(D)	(D)	(D)	(D)
5992	Florists -----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fresno</b>					
	Retail stores <sup>2</sup> -----	2 004	1 032 317	135 448	32 501	19 892
52	Building materials, hardware, garden supply, and mobile home dealers -----	77	83 895	7 014	1 524	823
525	Hardware stores -----	22	9 119	1 471	386	144
52 ex. 525	Other -----	55	54 576	5 543	1 148	479
53	General merchandise group stores -----	42	198 664	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	12	(D)	(D)	(D)	(D)
533	Variety stores -----	15	8 077	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	15	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	209	190 729	19 739	4 813	2 091
541	Grocery stores -----	135	174 738	17 140	4 182	1 684
55 ex. 554	Automotive dealers -----	149	168 545	16 449	3 853	1 181
554	Gasoline service stations -----	174	63 795	4 490	1 049	706
56	Apparel and accessory stores -----	172	53 758	7 979	2 039	1 249
561	Men's and boys' clothing and furnishings stores -----	27	(D)	2 538	646	338
562, 3, 8	Women's clothing and specialty stores and furriers -----	75	20 955	2 883	732	528
562	Women's ready-to-wear stores -----	67	(D)	(D)	(D)	(D)
565	Family clothing stores -----	16	4 697	619	196	94
566	Shoe stores -----	42	(D)	1 448	352	202
564, 9	Other apparel and accessory stores -----	12	(D)	491	113	87
57	Furniture, home furnishings, and equipment stores -----	190	70 446	9 603	2 322	1 033
5712	Furniture stores -----	57	28 536	4 277	1 073	433
5713, 4, 9	Home furnishings stores -----	65	15 366	1 984	448	184
572, 3	Household appliance, radio, television, and music stores -----	68	26 544	3 342	801	416
58	Eating and drinking places -----	466	98 738	24 258	5 865	5 979
5812	Eating places -----	379	89 982	22 285	5 368	5 564
5813	Drinking places (alcoholic beverages) -----	87	8 756	1 973	497	415
591	Drug and proprietary stores -----	57	53 055	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	468	72 892	9 486	2 383	1 490
592	Liquor stores -----	70	17 357	1 279	300	241
594	Miscellaneous shopping goods stores -----	187	39 577	5 780	1 486	824
5992	Florists -----	23	2 941	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fresno, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	4 031	1 774 011	210 975	50 067	30 206
52	Building materials, hardware, garden supply, and mobile home dealers	195	111 918	11 783	2 537	1 087
525	Hardware stores	57	18 751	2 498	603	253
52 ex. 525	Other	138	93 167	9 285	1 934	834
53	General merchandise group stores	94	231 550	34 213	7 906	5 263
531	Department stores <sup>3</sup>	14	(D)	(D)	(D)	(D)
533	Variety stores	41	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	39	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	539	390 775	37 394	8 808	4 218
541	Grocery stores	404	367 536	33 909	7 963	3 632
55 ex. 554	Automotive dealers	329	383 142	35 032	8 155	2 708
554	Gasoline service stations	374	128 946	9 209	2 123	1 398
56	Apparel and accessory stores	305	74 173	10 301	2 622	1 687
561	Men's and boys' clothing and furnishings stores	52	20 656	3 294	814	445
562, 3, 8	Women's clothing and specialty stores and fumers	120	24 989	3 333	846	656
562	Women's ready-to-wear stores	109	23 730	3 164	801	627
565	Family clothing stores	48	12 469	1 505	431	244
566	Shoe stores	59	11 740	1 601	395	231
564, 9	Other apparel and accessory stores	26	4 319	568	136	111
57	Furniture, home furnishings, and equipment atores	332	96 744	13 112	3 089	1 444
5712	Furniture stores	117	45 706	6 725	1 593	693
5713, 4, 9	Home furnishings stores	98	18 875	2 478	555	256
572, 3	Household appliance, radio, television, and music stores	117	32 163	3 909	941	495
58	Eating and drinking places	850	147 479	34 824	8 415	8 749
5812	Eating places	656	130 908	31 505	7 566	8 017
5813	Drinking places (alcoholic beverages)	194	16 571	3 319	849	732
591	Drug and proprietary stores	105	85 672	10 562	2 802	1 338
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	908	123 612	14 545	3 610	2 314
592	Liquor stores	128	33 258	2 457	581	443
594	Miscellaneous shopping goods stores	327	54 134	7 621	1 929	1 141
5992	Florists	49	4 870	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fresno</b>					
	<b>Retail stores<sup>2</sup> -</b>	156	65 126	11 546	2 649	2 348
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -	-	-	-	-	-
525	Hardware stores -	-	-	-	-	-
52 ex. 525	Other -	-	-	-	-	-
53	<b>General merchandise group stores</b> -	7	17 673	3 825	849	948
531	Department stores <sup>3</sup> -	2	(D)	(D)	(D)	(D)
533	Variety stores -	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -	2	(D)	(D)	(D)	(D)
54	<b>Food stores</b> -	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b> -	11	14 169	1 743	425	168
554	<b>Gasoline service stations</b> -	9	789	61	14	14
56	<b>Apparel and accessory stores</b> -	37	12 757	2 442	552	490
561	Men's and boys' clothing and furnishings stores -	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -	18	5 983	1 100	253	237
562	Women's ready-to-wear stores -	14	5 268	1 021	234	225
565	Family clothing stores -	-	(D)	(D)	(D)	(D)
566	Shoe stores -	14	2 233	413	92	72
564, 9	Other apparel and accessory stores -	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -	16	6 051	800	216	129
5712	Furniture stores -	10	5 281	699	191	110
5713, 4, 9	Home furnishings stores -	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -	5	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b> -	27	2 583	658	157	251
5812	Eating places -	19	1 654	410	99	165
5813	Drinking places (alcoholic beverages) -	8	929	248	58	86
591	<b>Drug and proprietary stores</b> -	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b> -	45	7 784	1 501	324	264
592	Liquor stores -	-	-	-	-	-
594	Miscellaneous shopping goods stores -	30	6 324	1 229	267	204
5992	Florists -	4	467	101	24	27

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Fresno</b>			
	Retail stores <sup>2</sup> -----	21.1	71.3	84.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	138.1	91.3
525	Hardware stores -----	-	(D)	91.8
52 ex. 525	Other -----	-	129.6	91.2
53	General merchandise group stores -----	54.1	61.7	64.8
531	Department stores <sup>3</sup> -----	58.2	60.6	(D)
533	Variety stores -----	22.5	(D)	50.9
539	Miscellaneous general merchandise stores -----	52.5	(D)	93.6
54	Food stores <sup>4</sup> -----	-26.4	69.0	87.1
541	Grocery stores -----	(NA)	65.0	85.0
55 ex. 554	Automotive dealers -----	(D)	61.7	110.2
554	Gasoline service stations -----	148.2	79.1	69.8
56	Apparel and accessory stores -----	-20.0	54.6	56.1
561	Men's and boys' clothing and furnishings stores -----	4.4	52.5	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-34.5	(D)	51.9
562	Women's ready-to-wear stores -----	(D)	(D)	56.3
565	Family clothing stores -----	(D)	(D)	25.4
566	Shoe stores -----	(D)	67.7	58.3
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	2.4	73.0	68.1
5712	Furniture stores -----	(D)	58.1	66.5
5713, 4, 9	Home furnishings stores -----	16.2	95.1	97.3
572, 3	Household appliance, radio, television, and music stores -----	-60.3	79.5	56.6
58	Eating and drinking places -----	40.7	97.8	88.2
5812	Eating places -----	73.9	108.8	103.1
5813	Drinking places (alcoholic beverages) -----	-18.6	28.6	19.3
591	Drug and proprietary stores -----	93.2	46.8	68.8
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	81.6	97.7
592	Liquor stores -----	(D)	40.9	60.7
594	Miscellaneous shopping goods stores -----	25.5	103.0	110.1
5992	Florists -----	116.1	(D)	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Fresno</b>					
	Retail stores <sup>1</sup> -----	7.6	4.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	6.2	6.3
525	Hardware stores -----	-	-	-	0.9	1.1
52 ex. 525	Other -----	-	-	-	5.3	5.3
53	General merchandise group stores -----	13.7	11.8	34.5	19.2	13.1
531	Department stores <sup>2</sup> -----	12.8	11.7	(D)	(D)	(D)
533	Variety stores -----	(D)	16.6	(D)	0.8	(D)
539	Miscellaneous general merchandise stores -----	21.3	8.1	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	18.5	22.0
541	Grocery stores -----	(D)	(D)	(D)	16.9	20.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	16.1	21.6
554	Gasoline service stations -----	3.1	1.5	2.5	6.2	7.3
56	Apparel and accessory stores -----	19.0	13.8	12.9	5.2	4.2
561	Men's and boys' clothing and furnishings stores -----	27.1	(D)	(D)	(D)	1.2
562, 3, 8	Women's clothing and specialty stores and fumers -----	18.7	15.7	5.0	2.0	1.4
562	Women's ready-to-wear stores -----	19.3	(D)	(D)	(D)	1.3
565	Family clothing stores -----	-	-	-	0.5	0.7
566	Shoe stores -----	23.0	(D)	(D)	(D)	0.7
564, 9	Other apparel and accessory stores -----	(D)	-	-	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	8.8	6.4	7.9	6.8	5.5
5712	Furniture stores -----	(D)	(D)	(D)	2.8	2.6
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.5	1.1
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.6	1.8
58	Eating and drinking places -----	3.7	2.5	4.6	9.6	8.3
5812	Eating places -----	3.2	2.2	3.6	8.7	7.4
5813	Drinking places (alcoholic beverages) -----	8.6	4.6	1.0	0.8	0.9
591	Drug and proprietary stores -----	(D)	(D)	(D)	5.1	4.8
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.1	7.0
592	Liquor stores -----	(D)	(D)	(D)	1.7	1.9
594	Miscellaneous shopping goods stores -----	20.0	14.7	10.1	3.8	3.1
5992	Florists -----	34.3	20.7	1.3	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

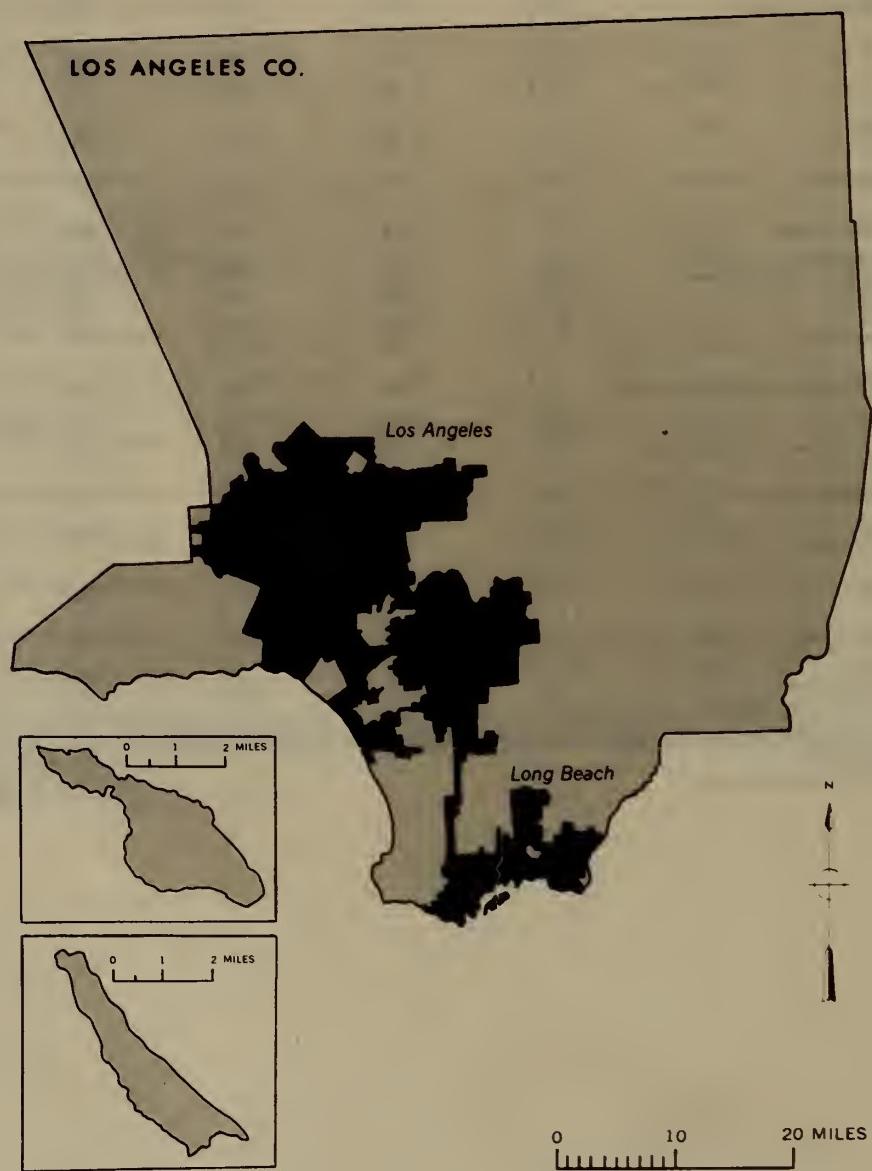
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## LOS ANGELES-LONG BEACH

**Standard Metropolitan Statistical Area**



## **LOS ANGELES-LONG BEACH**

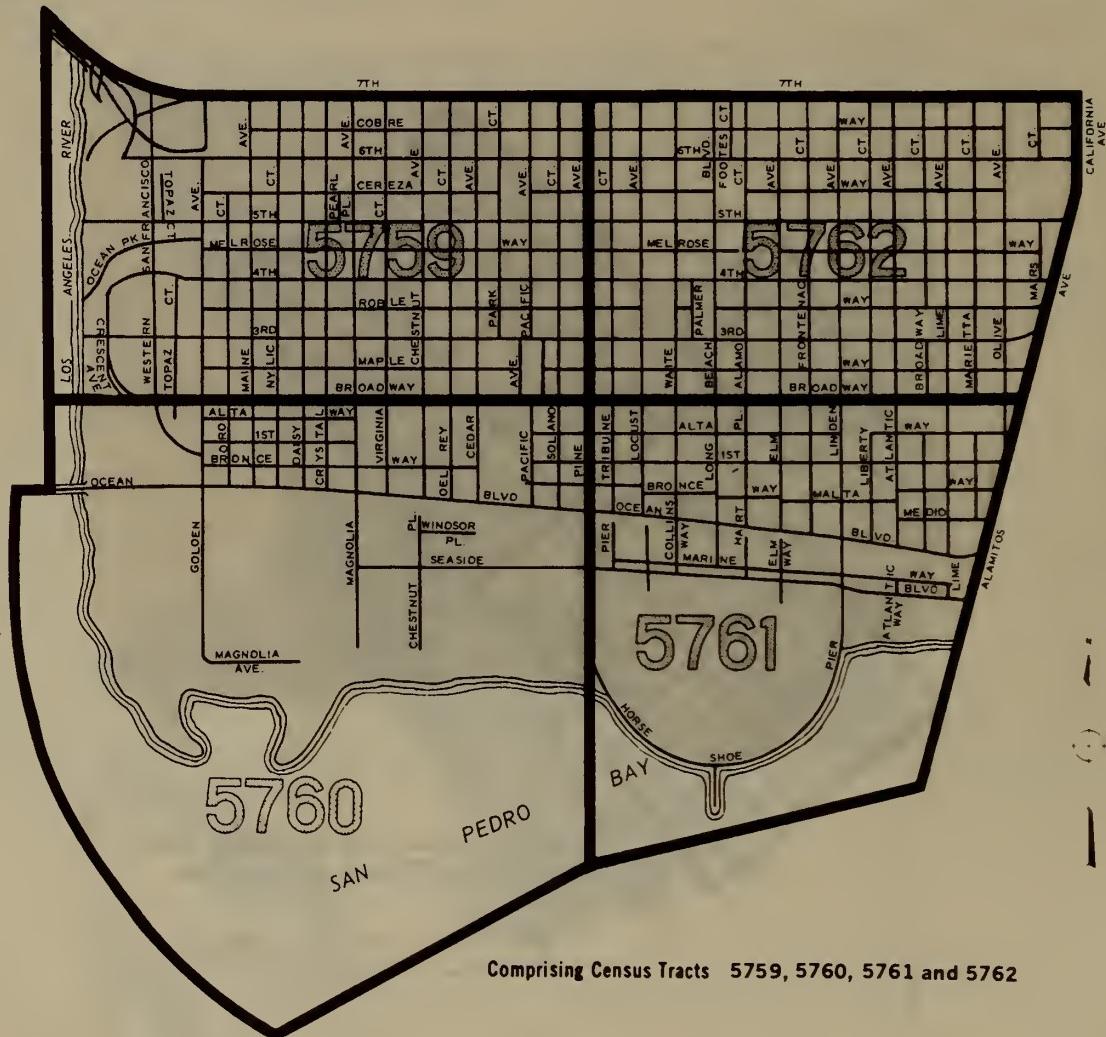
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# LOS ANGELES-LONG BEACH

## Long Beach

### Central Business District

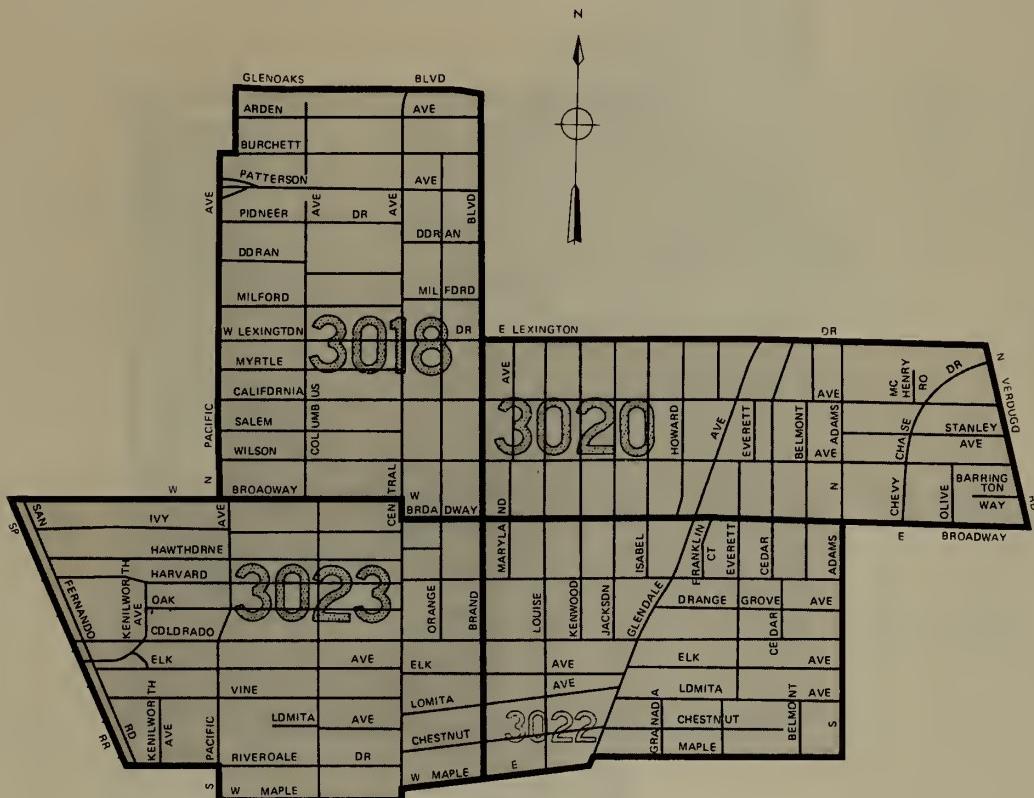


0 1000 2000 FEET

# LOS ANGELES-LONG BEACH

## Glendale

### Central Business District



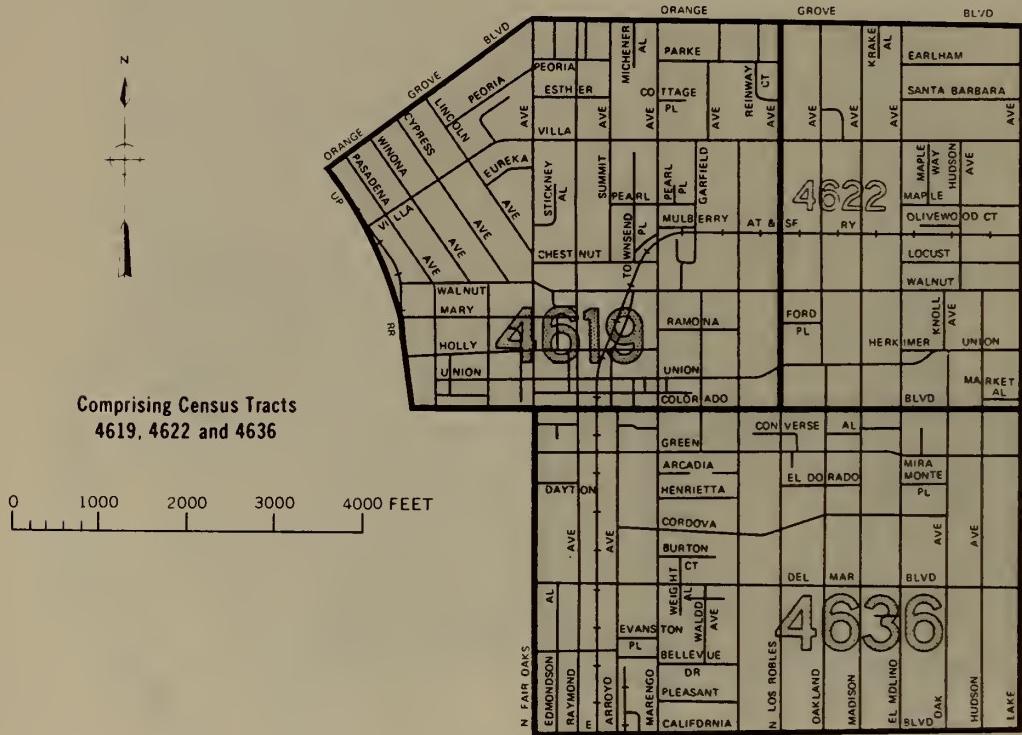
**Comprising Census Tracts  
3018, 3020, 3022 and 3023**

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# LOS ANGELES-LONG BEACH

## Pasadena

### Central Business District



# LOS ANGELES-LONG BEACH

## Inglewood Central Business District



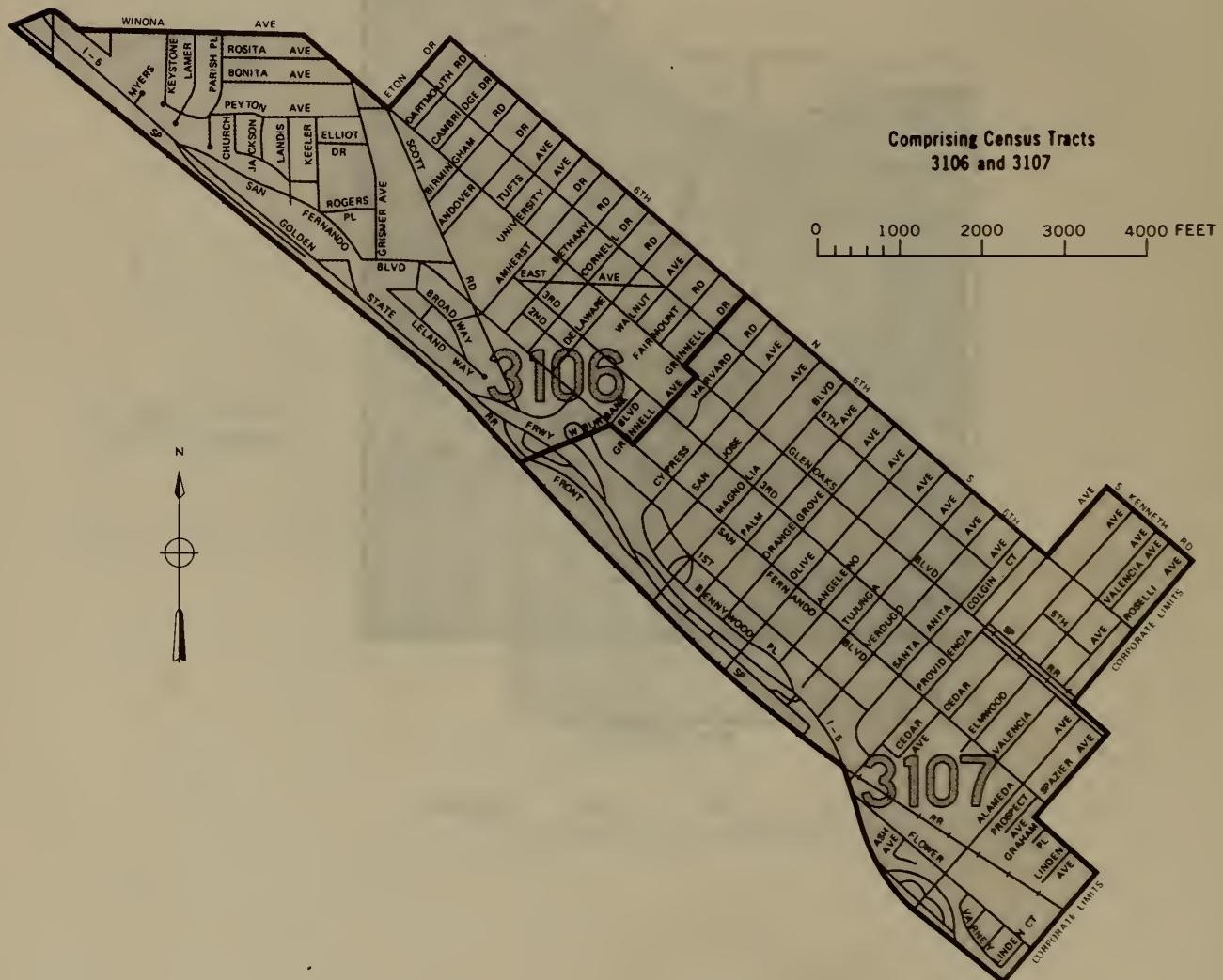
Comprising Census Tracts  
6010 and 6012.01

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## **LOS ANGELES-LONG BEACH**

## Burbank

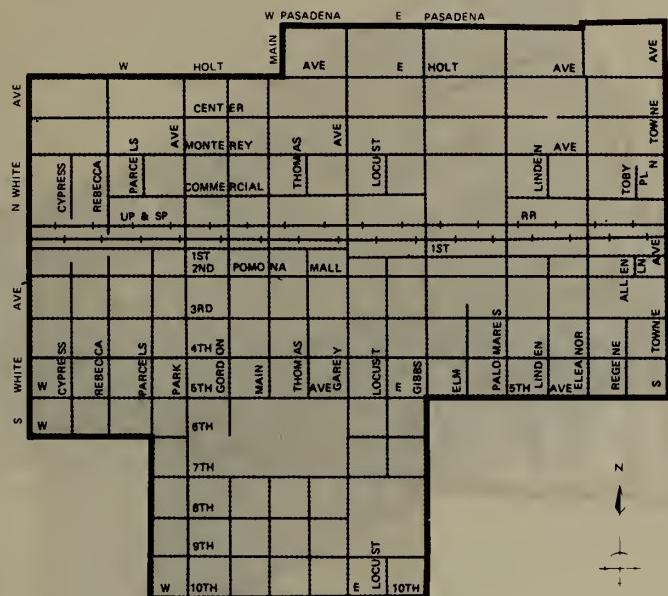
# **Central Business District**



# LOS ANGELES-LONG BEACH

## Pomona

### Central Business District

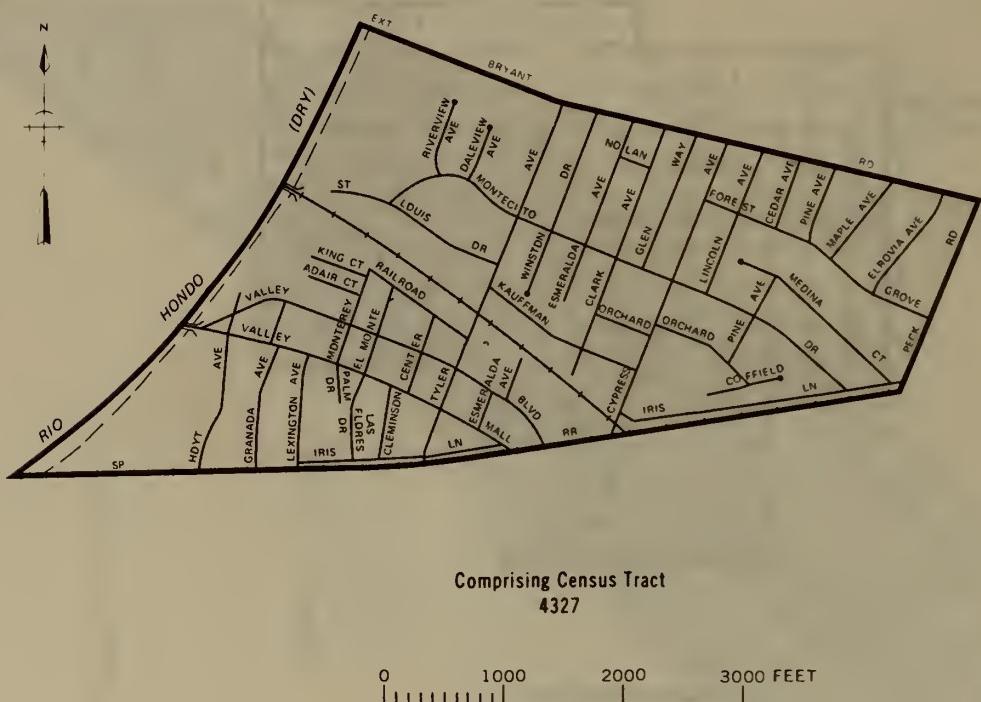


**Comprising Census Tract  
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# LOS ANGELES-LONG BEACH

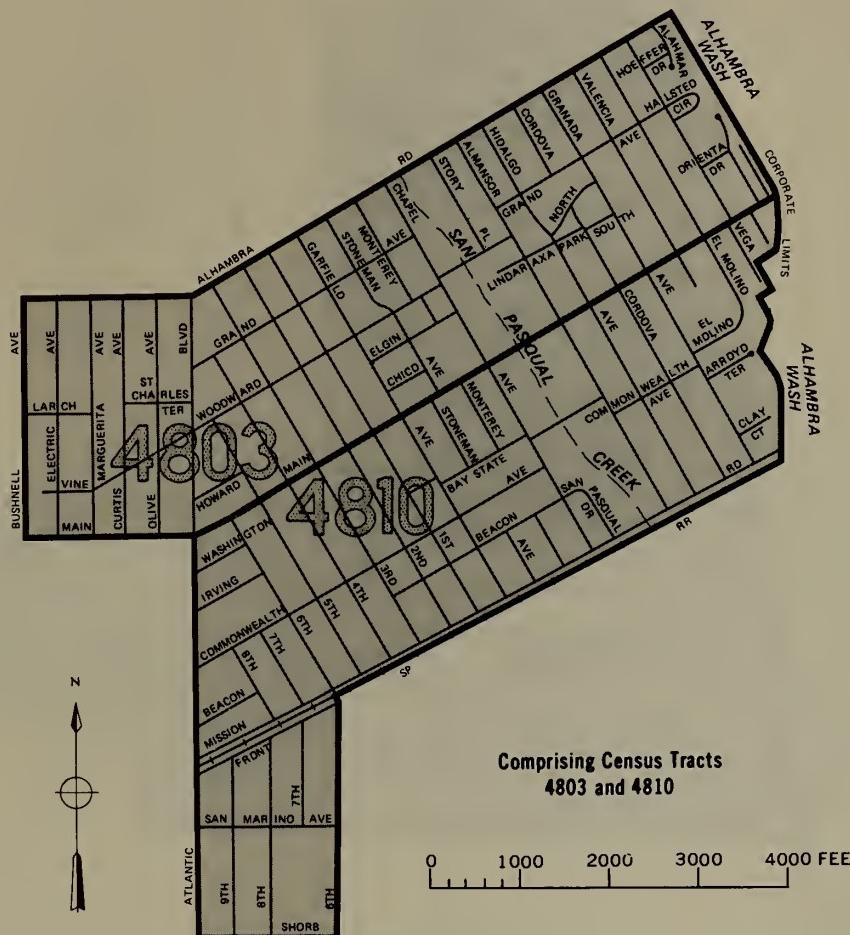
## El Monte Central Business District



# LOS ANGELES-LONG BEACH

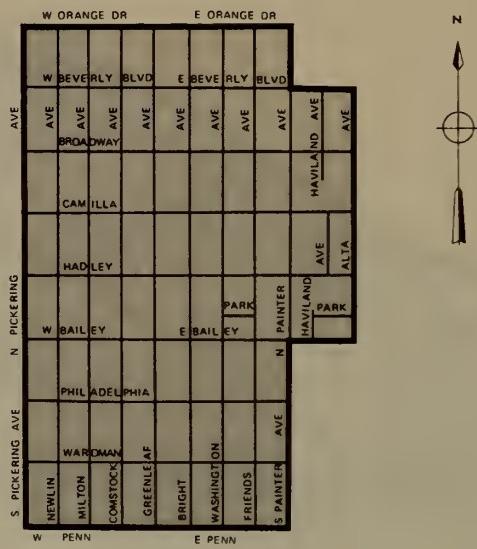
## Alhambra

### Central Business District



# LOS ANGELES-LONG BEACH

## Whittier Central Business District



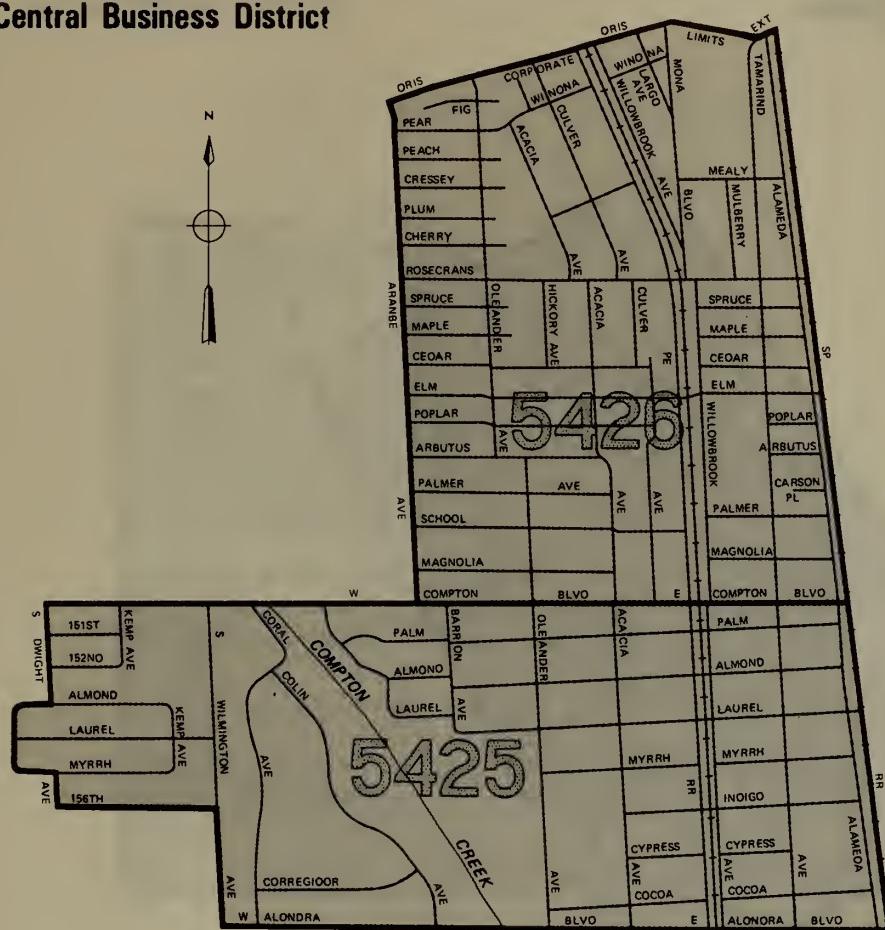
Comprising Census Tract  
5015.02

0      1000      2000      3000      4000 FEET

# LOS ANGELES-LONG BEACH

## Compton

### Central Business District



**Comprising Census Tracts  
5425 and 5426**

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## **LOS ANGELES-LONG BEACH**

Downey

## **Central Business District**

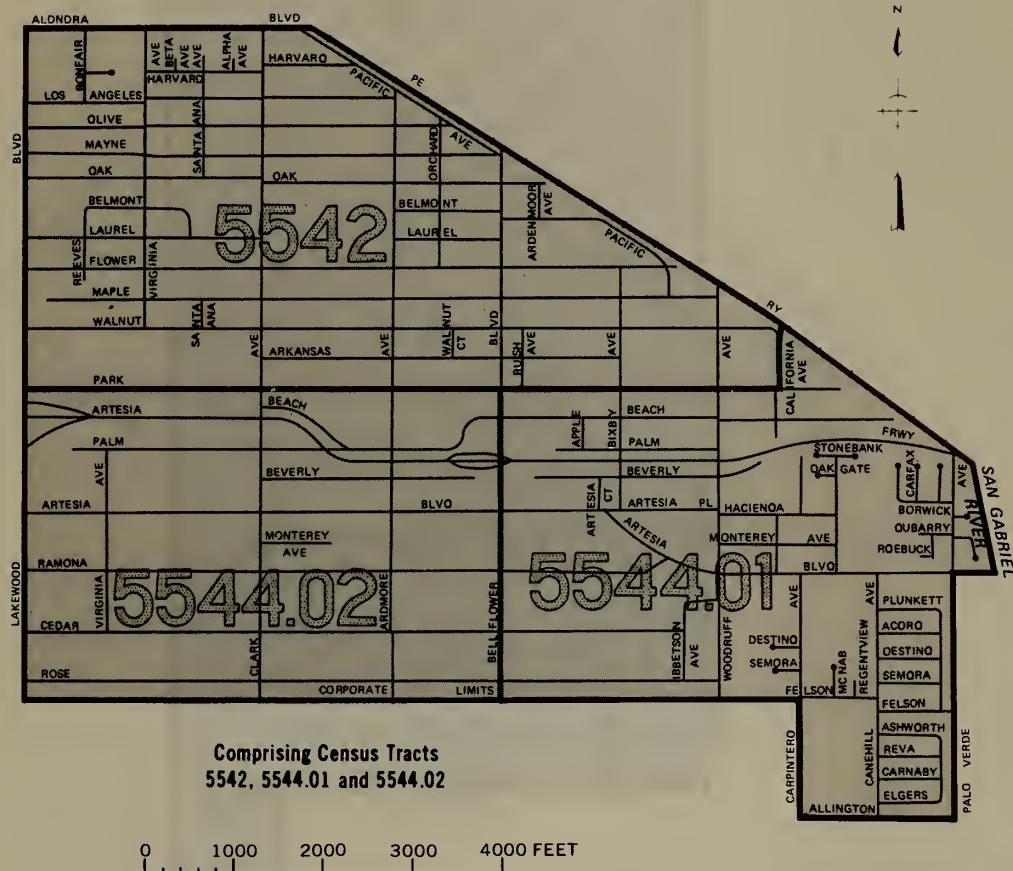


**Comprising Census Tracts  
5509 and 5513**

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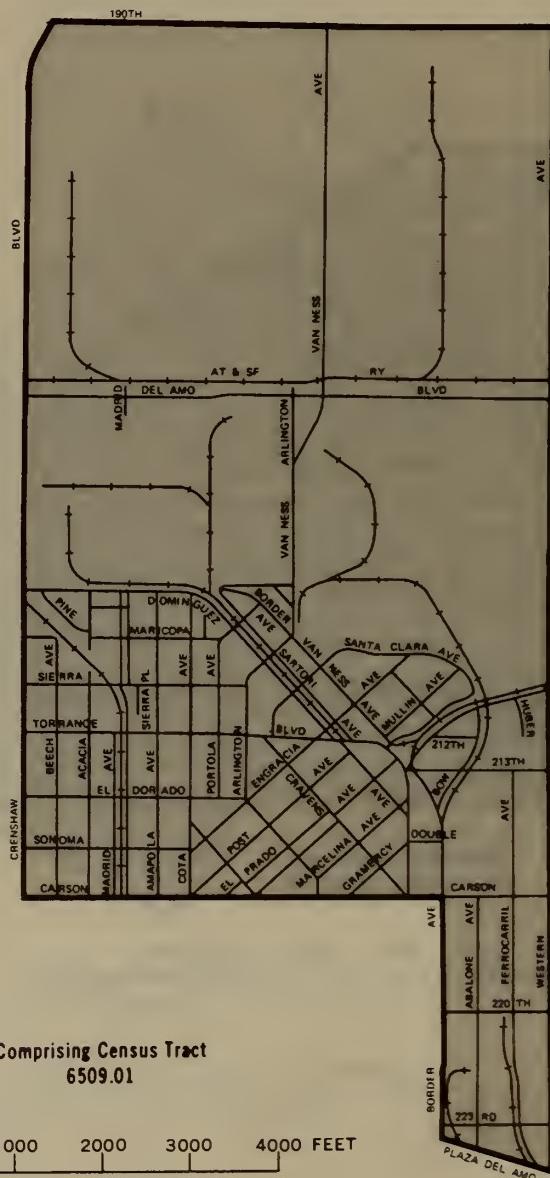
# LOS ANGELES-LONG BEACH

## Bellflower Central Business District



# LOS ANGELES-LONG BEACH

## Torrance Central Business District



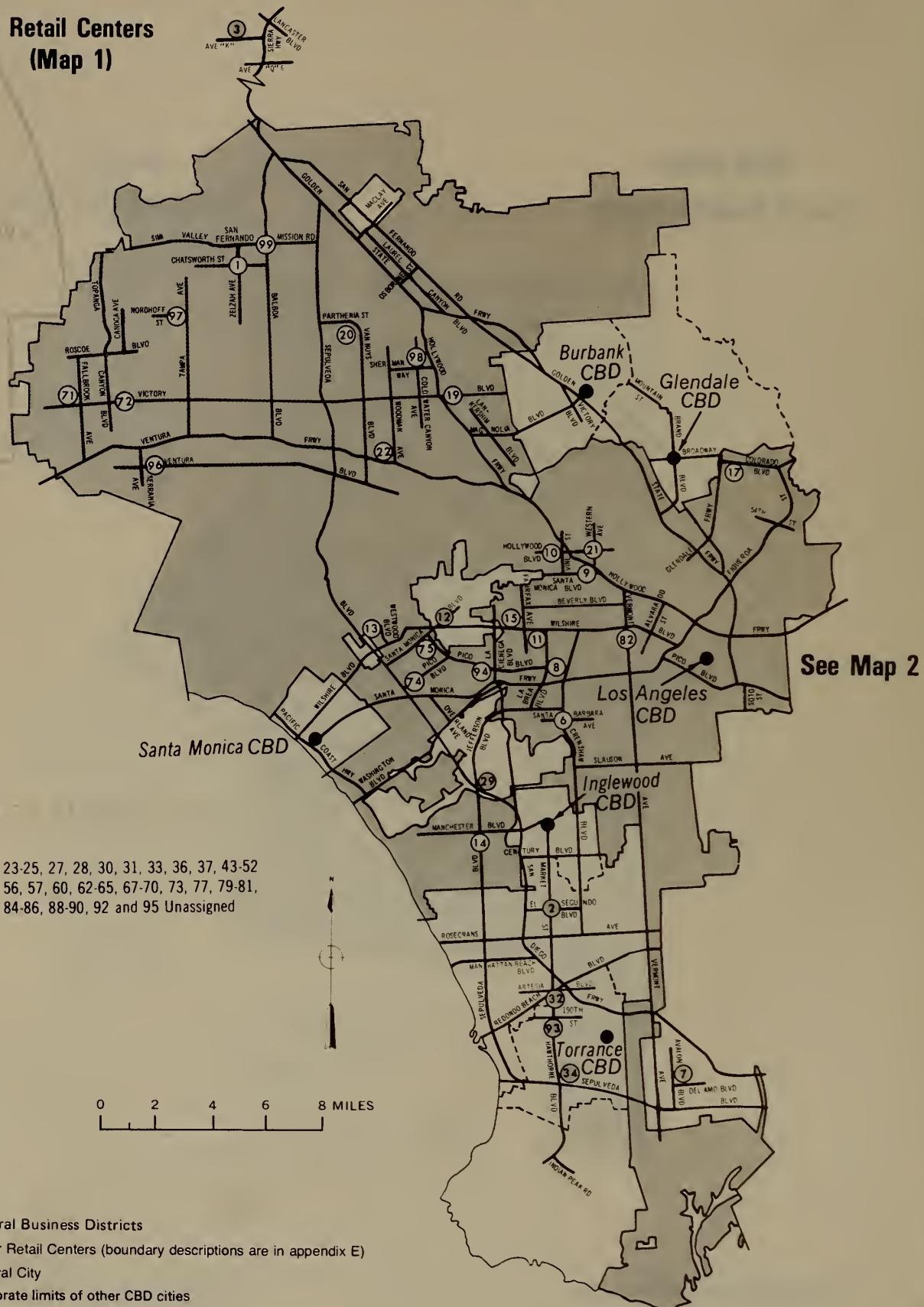
## **LOS ANGELES-LONG BEACH**

## Santa Monica Central Business District



## **LOS ANGELES-LONG BEACH**

## **Major Retail Centers (Map 1)**



Nos. 23-25, 27, 28, 30, 31, 33, 36, 37, 43-52  
56, 57, 60, 62-65, 67-70, 73, 77, 79-81,  
84-86, 88-90, 92 and 95 Unassigned

0 2 4 6 8 MILES

- Central Business Districts
  - ① Major Retail Centers (boundary descriptions are in appendix E)
  - Central City
  - - Corporate limits of other CBD cities

## **LOS ANGELES-LONG BEACH**

## **Major Retail Centers (Map 2)**



## Central Business Districts

① ① Major Retail Centers (boundary descriptions are in appendix E)

Central City

— Corporate limits of other CBD cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities							
			Los Angeles	Long Beach	Glendale	Pasadena	Inglewood	Burbank	Pomona	El Monte
	Retail stores: <sup>1,2</sup>									
	Number .....	57 681	24 422	2 756	1 290	1 047	632	843	623	541
	Sales (\$1,000) .....	25 384 685	9 975 846	1 178 458	613 315	620 161	326 073	325 555	(D)	276 055
	Payroll entire year (\$1,000) .....	3 237 060	1 296 839	153 052	76 187	82 534	40 078	43 482	42 111	(D)
	Paid employees for week including March 12 .....	439 686	175 437	22 092	10 450	10 703	5 037	5 918	5 352	(D)
54, 58, 591	Convenience goods stores:									
	Number .....	20 593	8 757	1 074	410	335	221	312	245	222
	Sales (\$1,000) .....	9 055 818	3 749 572	419 718	189 141	178 600	(D)	144 153	(D)	(D)
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number .....	17 541	7 785	733	461	331	179	236	137	107
	Sales (\$1,000) .....	7 189 415	2 916 831	276 194	191 073	219 698	(D)	57 792	(D)	(D)
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number .....	19 547	7 880	949	419	381	232	295	241	212
	Sales (\$1,000) .....	9 139 452	3 309 443	482 546	233 101	221 863	143 715	123 610	168 509	149 427
	Number of Establishments									
	Retail stores <sup>1,2</sup> .....	57 681	24 422	2 756	1 290	1 047	632	843	623	541
52	Building materials, hardware, garden supply, and mobile home dealers .....	2 000	772	82	33	42	20	32	27	22
525	Hardware stores .....	509	212	18	9	6	10	10	5	5
52 ex. 525	Other .....	1 491	560	64	24	36	10	22	22	17
53	General merchandise group stores .....	889	377	44	18	19	7	17	10	9
531	Department stores <sup>4</sup> .....	217	67	12	6	5	3	2	5	2
533	Variety stores .....	267	96	17	3	9	1	6	4	3
539	Miscellaneous general merchandise stores .....	405	214	15	7	5	3	9	1	4
54	Food stores <sup>5</sup> .....	8 263	2 658	265	134	90	68	81	61	75
541	Grocery stores .....	3 268	1 405	144	61	49	38	39	34	30
55 ex. 554	Automotive dealers .....	3 564	1 171	203	91	68	51	60	82	60
554	Gasoline service stations .....	4 370	1 776	198	103	73	65	56	52	47
56	Apparel and accessory stores .....	5 637	2 538	184	182	80	71	59	27	28
561	Men's and boys' clothing and furnishings stores .....	858	417	23	20	12	10	8	4	5
562, 3, 8	Women's clothing and specialty stores and furniers .....	2 310	1 004	78	73	39	29	26	10	11
562	Women's ready-to-wear stores .....	1 919	815	67	61	33	24	21	7	11
565	Family clothing stores .....	764	370	16	19	12	9	7	2	4
566	Shoe stores .....	1 017	402	40	32	12	12	11	6	5
564, 9	Other apparel and accessory stores .....	688	345	27	18	5	11	7	5	3
57	Furniture, home furnishings, and equipment stores .....	4 858	2 074	225	124	114	52	75	58	40
5712	Furniture stores .....	1 381	615	58	34	37	15	18	16	12
5713, 4, 9	Home furnishings stores .....	1 626	676	85	36	34	16	26	17	18
572, 3	Household appliance, radio, television, and music stores .....	1 851	783	82	54	43	21	31	25	10
58	Eating and drinking places .....	12 900	5 532	729	247	213	132	203	169	134
5812	Eating places .....	10 324	4 492	519	197	189	100	163	141	99
5813	Drinking places (alcoholic beverages) .....	2 576	1 040	210	50	24	32	40	28	35
591	Drug and proprietary stores .....	1 430	567	80	29	32	21	28	15	13
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	15 770	6 957	746	351	318	145	232	142	113
592	Liquor stores .....	2 145	893	130	36	26	29	31	25	23
594	Miscellaneous shopping goods stores .....	6 157	2 796	280	159	118	49	85	42	30
5992	Florists .....	786	311	34	20	17	12	12	6	11

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Cities—Con.							Central business districts	
		Alhambra	Whittier	Compton	Downey	Bellflower	Torrance	Santa Monica	Los Angeles	Long Beach
54, 58, 591	Retail stores: <sup>1, 2</sup>									
	Number	471	662	324	737	466	1 272	1 066	1 520	267
	Sales (\$1,000)	273 096	365 110	(D)	496 747	216 282	674 453	499 178	531 385	92 760
	Payroll entire year (\$1,000)	(D)	(D)	23 698	59 492	26 755	108 302	71 561	92 125	18 280
	Paid employees for week including March 12			2 604	7 073	3 296	14 485	6 902	12 232	2 634
53, 56, 57; 594	Convenience goods stores:									
	Number	177	196	128	263	175	400	372	463	129
	Sales (\$1,000)	74 142	(D)	(D)	(D)	(D)	(D)	(D)	99 268	36 281
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF): <sup>3</sup>									
	Number	121	230	71	211	114	467	362	842	92
	Sales (\$1,000)	63 525	(D)	49 327	111 937	(D)	347 617	135 465	393 231	44 284
52	All other stores:									
	Number	173	236	125	243	199	405	354	215	66
	Sales (\$1,000)	135 431	166 109	(D)	(D)	100 255	(D)	(D)	38 868	12 195
<b>Number of Establishments</b>										
52	Retail stores <sup>1, 2</sup>	471	662	324	737	488	1 272	1 068	1 520	287
	Building materials, hardware, garden supply, and mobile home dealers	16	19	11	25	16	46	25	12	1
525 52 ex. 525	Hardware stores	2	8	3	4	5	13	5	4	1
	Other	14	13	6	21	13	33	20	6	—
53	General merchandise group stores	6	5	9	11	5	23	16	23	9
	Department stores <sup>4</sup>	4	4	2	3	2	9	3	5	3
531	Variety stores	2	—	5	4	2	7	4	7	5
	Miscellaneous general merchandise stores	2	1	2	4	1	7	9	11	1
54	Food stores <sup>5</sup>	59	64	44	96	46	115	69	80	23
	Grocery stores	25	31	26	47	23	54	41	33	12
55 ex. 554	Automotive dealers	45	55	29	57	63	79	70	11	5
	Gasoline service stations	43	47	29	47	30	97	45	16	5
56	Apparel and accessory stores	37	61	23	57	21	173	115	373	34
	Men's and boys' clothing and furnishings stores	7	11	2	10	3	26	15	86	8
562, 3, 6	Women's clothing and specialty stores and turners	17	26	6	21	12	77	46	137	10
	Women's ready-to-wear stores	12	23	6	20	11	70	42	110	10
565	Family clothing stores	4	7	4	7	3	18	17	49	3
	Shoe stores	7	14	6	11	2	32	21	57	8
564, 9	Other apparel and accessory stores	2	3	3	8	1	20	16	44	5
	Furniture, home furnishings, and equipment stores	35	80	25	66	51	112	90	75	15
5712 5713, 4, 9 572, 3	Furniture stores	12	24	3	16	18	29	26	13	3
	Home furnishings stores	9	22	11	22	16	37	29	16	2
	Household appliance, radio, television, and music stores	14	34	11	28	15	46	35	46	10
58	Eating and drinking places	101	112	73	172	116	252	244	355	100
	Eating places	90	102	61	141	61	219	200	313	69
5613	Drinking places (alcoholic beverages)	11	10	12	31	35	33	44	42	31
	Drug and proprietary stores	17	20	11	15	13	33	39	28	6
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	110	199	70	191	125	342	355	545	89
	Liquor stores	19	23	27	30	24	41	35	19	5
594 5992	Miscellaneous shopping goods stores	41	84	14	77	37	159	141	371	34
	Florists	6	12	2	7	7	20	18	18	3

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.								
		Glendale	Pasadena	Inglewood	Burbank	Pomona	El Monte	Alhambra	Whittier	Compton
	Retail stores: <sup>1, 2</sup>									
	Number	381	285	170	217	102	72	167	81	42
	Sales (\$1,000)	191 151	139 984	81 993	102 562	51 847	57 469	126 405	20 629	17 561
	Payroll entire year (\$1,000)	27 457	22 648	10 980	14 452	8 484	5 747	15 185	3 288	2 231
	Paid employees for week including March 12	4 311	3 164	1 549	1 812	808	543	1 669	484	297
54, 58, 591	Convenience goods stores:									
	Number	126	81	64	74	33	24	46	26	14
	Sales (\$1,000)	38 135	34 533	24 084	36 429	7 776	8 008	16 503	10 852	11 353
53, 58, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number	154	95	71	80	30	24	55	34	15
	Sales (\$1,000)	118 770	75 189	35 912	26 731	11 778	7 335	20 341	7 229	1 768
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number	81	89	35	63	39	24	56	21	13
	Sales (\$1,000)	36 248	30 282	21 997	39 402	32 293	44 126	89 561	2 548	4 440
	Number of Establishments									
	Retail stores <sup>1, 2</sup>	361	265	170	217	102	72	167	81	42
52	Building materials, hardware, garden supply, and mobile home dealers	3	10	4	3	3	1	3	1	3
525	Hardware stores	—	2	—	1	2	1	1	1	1
52 ex. 525	Other	3	8	4	2	1	—	2	—	2
53	General merchandise group stores	9	9	3	8	1	2	4	—	3
531	Department stores <sup>4</sup>	5	3	2	2	1	—	1	—	—
533	Variety stores	1	4	—	1	—	2	2	—	2
539	Miscellaneous general merchandise stores	3	2	1	3	—	—	1	—	1
54	Food stores <sup>5</sup>	33	13	17	18	5	8	13	7	7
541	Grocery stores	15	7	10	7	4	2	6	2	7
55 ax. 554	Automotive dealers	18	8	8	13	15	9	16	2	2
554	Gasoline service stations	22	12	8	12	3	4	11	1	3
56	Apparel and accessory stores	51	20	38	22	5	11	22	13	7
561	Men's and boys' clothing and furnishings stores	8	3	4	6	2	3	5	4	1
562, 3, 8	Women's clothing and specialty stores and furners	24	8	19	9	2	3	10	6	3
562	Women's ready-to-wear stores	22	7	15	8	2	3	8	4	3
565	Family clothing stores	5	3	2	—	—	1	4	—	—
566	Shoe stores	9	3	7	5	1	1	2	3	1
564, 9	Other apparel and accessory stores	5	3	6	2	—	3	1	—	2
57	Furniture, home furnishings, and equipment stores	41	22	12	25	18	5	18	8	4
5712	Furniture stores	15	7	4	4	8	3	7	3	—
5713, 4, 9	Home furnishings stores	13	6	5	8	4	—	5	1	3
572, 3	Household appliance, radio, television, and music stores	13	9	3	13	4	2	6	4	1
58	Eating and drinking places	78	58	37	49	25	15	28	14	6
5812	Eating places	64	54	29	42	19	10	24	14	5
5813	Drinking places (alcoholic beverages)	14	4	8	7	6	5	4	—	1
591	Drug and proprietary stores	15	10	10	9	3	3	5	5	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	93	105	35	62	26	16	47	30	6
592	Liquor stores	3	3	4	7	2	1	7	2	2
594	Miscellaneous shopping goods stores	53	44	18	27	8	6	21	13	1
5992	Florists	2	5	1	4	3	2	4	2	—

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.				Major retail centers				
		Downey	Bellflower	Torrance	Santa Monica	No. 1	No. 2	No. 3	No. 4	No. 5
	Retail stores: <sup>1,2</sup>									
	Number -----	128	261	93	334	57	94	23	23	58
	Sales (\$1,000) -----	97 222	121 712	18 788	119 807	22 945	54 222	56 608	18 352	28 109
	Payroll entire year (\$1,000) -----	12 275	15 104	2 350	20 748	3 313	8 028	6 640	1 932	4 015
	Paid employees for week including March 12 -----	1 217	1 805	341	3 009	502	1 686	756	439	512
54, 58, 591	Convenience goods stores:									
	Number -----	41	85	27	98	17	23	7	12	21
	Sales (\$1,000) -----	21 547	28 637	3 672	32 518	8 920	3 597	1 465	8 583	4 854
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number -----	51	69	28	173	25	67	8	5	17
	Sales (\$1,000) -----	12 971	36 880	5 838	74 298	13 101	49 524	36 938	8 137	19 487
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number -----	36	107	38	63	15	4	8	8	18
	Sales (\$1,000) -----	62 704	56 195	9 278	12 991	2 924	1 101	18 205	1 632	3 768
	Number of Establishments									
	Retail stores <sup>1,2</sup> -----	128	261	93	334	57	94	23	23	56
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	10	7	3	3	1	1	1	-
525	Hardware stores -----	-	2	3	-	-	-	-	-	-
52 ex. 525	Other -----	6	8	4	3	3	1	1	1	-
53	General merchandise group stores -----	1	3	1	9	2	3	2	1	2
531	Department stores <sup>4</sup> -----	-	1	-	2	1	3	2	1	-
533	Variety stores -----	-	2	1	2	-	-	-	-	1
539	Miscellaneous general merchandise stores -----	1	-	-	5	1	-	-	-	1
54	Food stores <sup>5</sup> -----	14	22	8	20	2	9	1	3	7
541	Grocery stores -----	7	11	3	5	2	-	-	2	3
55 ex. 554	Automotive dealers -----	7	29	13	6	2	-	2	2	3
554	Gasoline service stations -----	6	12	4	7	3	-	4	2	4
56	Apparel and accessory stores -----	9	16	7	70	5	44	1	-	3
561	Men's and boys' clothing and furnishings stores -----	1	3	-	11	1	9	-	-	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	-	-	-	-	-	-	-	-	-
562	Women's ready-to-wear stores -----	3	7	2	28	3	16	-	-	1
565	Family clothing stores -----	3	7	2	26	3	15	-	-	1
566	Shoe stores -----	1	3	2	6	-	2	-	-	-
564, 9	Other apparel and accessory stores -----	1	2	1	17	-	14	1	-	-
564, 9	Other apparel and accessory stores -----	3	1	2	8	1	3	-	-	2
57	Furniture, home furnishings, and equipment stores -----	21	30	8	36	9	5	4	3	6
5712	Furniture stores -----	6	15	3	11	-	-	2	-	1
5713, 4, 9	Home furnishings stores -----	6	6	2	12	4	1	2	1	3
572, 3	Household appliance, radio, television, and music stores -----	9	9	3	13	5	4	-	2	2
58	Eating and drinking places -----	20	55	17	69	13	14	6	8	12
5812	Eating places -----	13	31	13	57	11	14	4	5	7
5813	Drinking places (alcoholic beverages) -----	7	24	4	12	2	-	2	3	5
591	Drug and proprietary stores -----	7	8	2	9	2	-	-	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	37	76	28	105	16	18	2	2	17
592	Liquor stores -----	2	12	4	6	1	1	1	1	3
594	Miscellaneous shopping goods stores -----	20	20	12	58	9	15	1	1	6
5992	Florists -----	3	6	3	3	-	1	-	-	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 6	No. 7	No. 8	No. 9	No. 10	No. 11	No. 12	No. 13	No. 14
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number .....	147	84	40	90	352	71	551	171	45
	Sales (\$1,000) .....	116 235	57 736	42 019	37 594	85 988	29 911	304 361	87 387	30 045
	Payroll entire year (\$1,000) .....	14 896	9 151	6 224	5 576	18 435	4 040	51 350	15 670	3 944
	Paid employees for week including March 12 .....	1 854	1 549	726	766	2 604	829	6 321	2 315	725
54, 58, 591	<b>Convenience goods stores:</b>									
	Number .....	37	17	12	27	118	18	114	51	12
	Sales (\$1,000) .....	44 972	8 884	7 515	6 683	31 181	6 128	56 505	23 307	13 599
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number .....	77	55	19	48	189	42	340	103	29
	Sales (\$1,000) .....	38 761	44 441	25 172	27 674	46 555	22 900	216 510	71 456	15 788
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number .....	33	12	9	15	45	11	97	17	4
	Sales (\$1,000) .....	32 502	4 411	9 332	3 237	18 252	883	31 346	2 624	658
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup></b> .....	147	84	40	90	352	71	551	171	45
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	2	-	3	1	1	-	1	1	-
525	<b>Hardware stores</b> .....	-	-	-	-	1	-	-	-	-
52 ex. 525	<b>Other</b> .....	2	-	3	1	-	-	1	1	-
53	<b>General merchandise group stores</b> .....	5	4	3	3	7	1	8	5	2
531	<b>Department stores<sup>4</sup></b> .....	2	3	1	1	1	1	2	1	2
533	<b>Variety stores</b> .....	2	1	1	1	3	-	2	2	-
539	<b>Miscellaneous general merchandise stores</b> .....	1	-	1	1	3	-	2	2	-
54	<b>Food stores<sup>5</sup></b> .....	10	6	3	10	10	8	20	7	4
541	<b>Grocery stores</b> .....	4	3	1	4	4	2	7	3	1
55 ex. 554	<b>Automotive dealers</b> .....	8	4	1	-	3	-	5	-	-
554	<b>Gasoline service stations</b> .....	4	5	3	2	3	-	5	2	-
56	<b>Apparel and accessory stores</b> .....	43	35	8	9	91	21	189	51	13
561	<b>Men's and boys' clothing and furnishings stores</b> .....	3	8	-	1	21	4	44	10	2
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> .....	18	13	4	4	27	6	95	16	5
562	<b>Women's ready-to-wear stores</b> .....	17	13	4	4	24	4	76	13	5
565	<b>Family clothing stores</b> .....	2	2	2	-	10	3	14	9	1
566	<b>Shoe stores</b> .....	7	12	1	2	13	6	20	12	2
564, 9	<b>Other apparel and accessory stores</b> .....	13	-	1	2	20	2	16	4	3
57	<b>Furniture, home furnishings, and equipment stores</b> .....	15	7	5	22	15	5	29	11	2
5712	<b>Furniture stores</b> .....	5	-	1	7	1	2	5	2	-
5713, 4, 9	<b>Home furnishings stores</b> .....	1	-	1	7	3	1	15	2	-
572, 3	<b>Household appliance, radio, television, and music stores</b> .....	9	7	3	8	11	2	9	7	2
58	<b>Eating and drinking places</b> .....	25	10	8	18	103	8	79	40	6
5812	<b>Eating places</b> .....	23	10	6	9	84	8	78	40	5
5813	<b>Drinking places (alcoholic beverages)</b> .....	2	-	2	7	19	-	1	-	1
591	<b>Drug and proprietary stores</b> .....	2	1	1	1	5	2	15	4	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> .....	35	12	5	26	114	26	202	50	16
592	<b>Liquor stores</b> .....	3	-	-	1	2	1	7	-	-
594	<b>Miscellaneous shopping goods stores</b> .....	14	9	3	14	76	15	116	36	12
5992	<b>Florists</b> .....	1	-	-	-	4	-	5	3	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 15	No. 16	No. 17	No. 18	No. 19	No. 20	No. 21	No. 22
	<b>Retail stores:<sup>1, 2</sup></b>								
	Number -----	54	157	57	48	120	99	76	48
	Sales (\$1,000) -----	51 578	111 259	48 231	40 282	107 733	102 407	53 133	62 512
	Payroll entire year (\$1,000) -----	8 093	15 835	6 420	4 972	14 821	13 452	5 625	7 930
	Paid employees for week including March 12 -----	1 118	2 822	962	678	2 111	2 342	651	911
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	20	25	10	16	21	30	36	5
	Sales (\$1,000) -----	4 816	7 567	2 656	5 117	13 444	22 866	23 743	1 326
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	21	121	44	17	85	53	26	37
	Sales (\$1,000) -----	45 988	100 983	43 038	25 550	92 078	74 716	24 679	60 340
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	13	11	3	15	14	16	14	4
	Sales (\$1,000) -----	772	2 709	537	9 615	2 211	4 825	4 711	848
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1, 2</sup></b> -----	54	157	57	48	120	99	76	48
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	-	-	3	2	2	1	-
525	<b>Hardware stores</b> -----	-	-	-	1	1	1	-	-
52 ex. 525	<b>Other</b> -----	-	-	-	2	1	1	1	-
53	<b>General merchandise group stores</b> -----	1	4	2	2	5	5	3	2
531	<b>Department stores<sup>4</sup></b> -----	1	4	2	1	3	3	1	2
533	<b>Variety stores</b> -----	-	-	-	-	1	2	-	-
539	<b>Miscellaneous general merchandise stores</b> -----	-	-	-	1	1	-	1	-
54	<b>Food stores<sup>5</sup></b> -----	2	7	5	4	3	5	8	1
541	<b>Grocery stores</b> -----	1	1	1	1	-	4	4	-
55 ex. 554	<b>Automotive dealers</b> -----	1	-	-	2	3	4	-	-
554	<b>Gasoline service stations</b> -----	-	3	1	4	1	2	2	2
56	<b>Apparel and accessory stores</b> -----	12	89	30	5	40	20	7	25
561	<b>Men's and boys' clothing and furnishings stores</b> -----	1	12	7	1	4	3	1	4
562, 3, 8	<b>Women's clothing and specialty stores and fumers</b> -----	8	31	14	3	18	7	3	13
562	<b>Women's ready-to-wear stores</b> -----	7	28	13	2	14	7	2	13
565	<b>Family clothing stores</b> -----	1	4	1	-	3	1	1	2
566	<b>Shoe stores</b> -----	1	20	7	-	11	6	1	6
564, 9	<b>Other apparel and accessory stores</b> -----	1	2	1	1	4	3	1	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	3	18	2	7	21	17	7	2
5712	<b>Furniture stores</b> -----	2	2	-	2	11	2	2	-
5713, 4, 9	<b>Home furnishings stores</b> -----	1	6	-	3	1	2	1	2
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	-	10	2	2	9	13	4	-
58	<b>Eating and drinking places</b> -----	12	17	5	11	18	23	27	4
5812	<b>Eating places</b> -----	11	17	5	9	16	20	15	3
5813	<b>Drinking places (alcoholic beverages)</b> -----	1	-	-	2	-	3	12	1
591	<b>Drug and proprietary stores</b> -----	6	1	-	1	2	2	1	-
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	17	38	12	9	27	19	20	10
592	<b>Liquor stores</b> -----	-	-	-	3	-	1	3	-
594	<b>Miscellaneous shopping goods stores</b> -----	5	30	10	3	19	11	9	8
5992	<b>Florists</b> -----	1	-	-	-	1	1	1	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 26	No. 29	No. 32	No. 34	No. 35	No. 38	No. 39	No. 40
	<b>Retail stores:<sup>1,2</sup></b>								
	Number	55	202	63	206	108	25	24	109
	Sales (\$1,000)	47 888	138 389	78 327	245 843	137 517	12 798	36 265	97 938
	Payroll entire year (\$1,000)	7 071	17 982	9 808	32 838	18 952	1 800	8 083	12 448
	Paid employees for week including March 12	1 165	2 770	1 332	4 883	2 897	224	749	1 950
54, 58, 591	<b>Convenience goods stores:</b>								
	Number	13	48	18	34	27	12	7	20
	Sales (\$1,000)	11 384	24 287	19 233	22 955	30 109	6 779	11 917	16 911
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number	34	127	35	153	69	7	13	67
	Sales (\$1,000)	34 402	105 916	55 923	220 235	94 904	5 067	21 164	66 227
52, 55, 58, ex. 591, 4, 6	<b>All other stores:</b>								
	Number	8	27	10	19	12	6	4	22
	Sales (\$1,000)	2 100	8 186	3 171	2 653	12 504	952	3 184	14 800
	<b>Number of Establishments</b>								
	<b>Retail stores:<sup>1,2</sup></b>	55	202	63	206	108	25	24	109
52	Building materials, hardware, garden supply, and mobile home dealers	1	8	-	-	-	1	-	1
525	Hardware stores	1	2	-	-	-	1	-	-
52 ex. 525	Other	-	4	-	-	-	-	-	1
53	<b>General merchandise group stores</b>	5	4	5	10	8	1	2	5
531	Department stores <sup>4</sup>	3	4	2	7	5	1	1	2
533	Variety stores	1	-	1	3	1	-	1	1
539	Miscellaneous general merchandise stores	1	-	2	-	2	-	-	2
54	<b>Food stores<sup>5</sup></b>	4	15	8	10	7	4	1	5
541	Grocery stores	1	4	3	1	3	2	1	2
55 ex. 554	<b>Automotive dealers</b>	1	8	2	1	5	1	1	8
554	<b>Gasoline service stations</b>	3	5	5	-	4	-	2	4
56	<b>Apparel and accessory stores</b>	12	74	15	96	34	1	4	32
561	Men's and boys' clothing and furnishings stores	3	15	4	14	5	-	-	8
562, 3, 8	Women's clothing and specialty stores and furniers	5	31	5	41	14	1	1	11
562	Women's ready-to-wear stores	5	27	5	36	12	1	1	10
565	Family clothing stores	-	4	-	10	2	-	-	-
566	Shoe stores	4	20	5	25	12	-	3	9
564, 9	Other apparel and accessory stores	-	4	1	6	1	-	-	4
57	<b>Furniture, home furnishings, and equipment stores</b>	8	18	8	10	9	4	6	12
5712	Furniture stores	1	-	3	-	1	1	2	3
5713, 4, 9	Home furnishings stores	2	6	1	4	1	1	1	3
572, 3	Household appliance, radio, television, and music stores	5	10	2	6	7	2	3	6
58	<b>Eating and drinking places</b>	8	30	11	20	19	7	5	14
5812	Eating places	5	27	10	20	18	7	5	11
5813	Drinking places (alcoholic beverages)	1	3	1	-	1	-	-	3
591	<b>Drug and proprietary stores</b>	3	3	1	4	1	1	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	12	43	12	55	21	5	2	27
592	Liquor stores	1	2	-	-	2	2	-	2
594	Miscellaneous shopping goods stores	9	33	9	37	18	1	1	18
5992	Floinsts	1	1	-	-	-	1	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

(For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps)

SIC code	Kind of business	Major retail centers—Con.							
		No. 41	No. 42	No. 53	No. 54	No. 55	No. 58	No. 59	No. 81
54, 58, 591	Retail stores: <sup>1, 2</sup>								
	Number	63	30	29	204	52	124	182	51
	Sales (\$1,000)	72 843	34 213	34 686	128 397	55 710	105 420	98 757	85 246
	Payroll entire year (\$1,000)	9 507	5 750	5 249	17 491	8 546	12 763	14 128	8 859
54, 58, 591	Paid employees for week including March 12	1 619	776	677	2 840	1 188	1 896	2 449	1 066
	Convenience goods stores:								
53, 58, 57; 594	Number	14	10	8	51	20	36	41	16
	Sales (\$1,000)	17 272	(D)	6 031	21 343	16 593	26 569	14 998	13 282
52, 55, 59, ex. 591, 4, 8	Shopping goods stores (GAF): <sup>3</sup>								
	Number	44	18	16	123	21	68	120	25
	Sales (\$1,000)	45 381	28 073	23 280	100 284	35 888	52 209	78 485	38 082
52	All other stores:								
	Number	5	2	7	30	11	20	21	10
	Sales (\$1,000)	10 190	(D)	5 375	6 770	3 229	26 642	3 276	13 804
<b>Number of Establishments</b>									
52	Retail stores <sup>1, 2</sup>	83	30	29	204	52	124	182	51
	Building materials, hardware, garden supply, and mobile home dealers	-	-	1	3	1	1	2	1
525 52 ex. 525	Hardware stores	-	-	-	-	-	-	-	-
	Other	-	-	1	3	1	1	2	1
53	General merchandise group stores	3	2	2	6	4	3	6	3
	Department stores <sup>4</sup>	2	2	1	5	1	2	4	2
531 533 539	Variety stores	-	-	1	-	2	-	2	1
	Miscellaneous general merchandise stores	1	-	-	1	1	1	-	-
54	Food stores <sup>5</sup>	5	5	2	17	4	12	10	5
	Grocery stores	2	2	1	4	2	3	1	2
55 ex. 554	Automotive dealers	1	-	4	3	-	4	2	2
	Gasoline service stations	-	-	1	7	5	7	3	3
56	Apparel and accessory stores	23	8	4	61	61	28	63	9
	Men's and boys' clothing and furnishings stores	4	2	1	9	9	7	13	1
561 562, 3, 8	Women's clothing and specialty stores and furriers	-	-	-	-	-	-	-	-
	Women's ready-to-wear stores	8	4	1	25	3	10	30	2
562 565	Family clothing stores	8	4	1	24	3	10	25	2
	Shoe stores	2	-	-	2	-	-	3	1
566 564, 9	Other apparel and accessory stores	6	2	2	16	1	6	15	1
	-	3	-	-	9	-	3	2	4
57	Furniture, home furnishings, and equipment stores	5	1	6	21	7	12	17	7
	Furniture stores	1	-	2	2	2	2	2	1
5712 5713, 4, 9 572, 3	Home furnishings stores	1	-	2	7	2	4	5	-
	Household appliance, radio, television, and music stores	3	1	2	12	3	6	10	6
58	Eating and drinking places	8	4	3	30	15	23	30	10
	Eating places	7	4	2	27	14	20	29	8
5812 5813	Drinking places (alcoholic beverages)	1	-	1	3	1	3	1	2
	-	-	-	-	-	-	-	-	-
591	Drug and proprietary stores	1	1	1	4	1	1	1	1
	Miscellaneous retail stores <sup>3</sup>	17	9	5	52	10	35	48	10
592 594 5992	Liquor stores	-	-	-	3	3	1	4	1
	Miscellaneous shopping goods stores	13	7	4	35	5	27	34	6
	Florists	-	1	1	2	-	2	-	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 66	No. 71	No. 72	No. 74	No. 75	No. 76	No. 78	No. 82	No. 83
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number	42	64	192	168	70	38	73	94	34
	Sales (\$1,000)	104 309	87 666	193 445	78 645	92 281	52 706	31 445	64 713	47 814
	Payroll entire year (\$1,000)	10 370	12 377	26 060	10 273	12 512	5 836	4 245	11 768	8 336
	Paid employees for week including March 12	1 294	1 588	3 955	1 417	1 996	668	605	1 528	810
54, 58, 591	<b>Convenience goods stores:</b>									
	Number	6	21	38	46	14	12	24	27	7
	Sales (\$1,000)	1 547	42 115	21 059	21 668	21 386	9 474	18 519	8 577	1 563
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number	9	33	137	76	52	17	31	55	11
	Sales (\$1,000)	66 062	41 339	142 180	40 370	70 525	25 583	8 622	52 449	39 452
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number	27	10	17	44	4	9	18	12	16
	Sales (\$1,000)	36 700	4 212	30 206	16 607	370	17 649	6 304	3 687	6 799
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup></b>	42	64	192	168	70	38	73	94	34
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	3	4	-	8	-	-	-	-	2
525	Hardware stores	-	1	-	2	-	-	-	-	-
52 ex. 525	Other	3	3	-	6	-	-	-	-	2
53	<b>General merchandise group stores</b>	1	3	7	2	3	3	-	4	2
531	Department stores <sup>4</sup>	1	2	6	1	2	1	-	2	2
533	Variety stores	-	1	-	1	-	1	-	1	-
539	Miscellaneous general merchandise stores	-	-	1	-	1	1	-	1	-
54	<b>Food stores<sup>5</sup></b>	1	11	10	14	7	3	5	3	-
541	Grocery stores	1	8	3	2	1	1	3	-	-
55 ex. 554	<b>Automotive dealers</b>	11	-	4	11	-	2	8	-	7
554	<b>Gasoline service stations</b>	1	2	3	8	-	3	2	1	2
56	<b>Apparel and accessory stores</b>	1	13	78	21	34	4	18	24	1
561	Men's and boys' clothing and furnishings stores	-	3	16	1	8	-	2	4	-
562, 3, 8	Women's clothing and specialty stores and furriers	-	3	37	14	16	3	7	13	1
562	Women's ready-to-wear stores	-	2	31	13	14	3	7	12	1
565	Family clothing stores	-	4	2	-	2	-	3	1	-
566	Shoe stores	1	3	17	2	7	-	3	3	-
564, 9	Other apparel and accessory stores	-	-	4	4	1	1	1	3	-
57	<b>Furniture, home furnishings, and equipment stores</b>	8	5	18	26	3	5	6	10	7
5712	Furniture stores	1	1	5	8	-	1	3	5	4
5713, 4, 9	Home furnishings stores	4	1	7	9	3	1	1	-	2
572, 3	Household appliance, radio, television, and music stores	1	3	6	9	-	3	2	5	1
58	<b>Eating and drinking places</b>	5	9	25	28	7	8	18	21	7
5812	Eating places	3	9	24	24	7	7	17	20	5
5813	Drinking places (alcoholic beverages)	2	-	1	4	-	1	1	1	2
591	<b>Drug and proprietary stores</b>	-	1	3	4	-	1	1	3	-
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b>	13	18	46	48	16	9	19	28	6
592	Liquor stores	3	-	3	3	-	1	3	1	1
594	Miscellaneous shopping goods stores	1	12	36	29	12	5	9	17	1
5992	Florists	1	1	-	4	1	-	1	3	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 87	No. 91	No. 93	No. 94	No. 96	No. 97	No. 98	No. 99
	<b>Retail stores:<sup>1, 2</sup></b>								
	Number	21	149	86	21	150	189	52	48
	Sales (\$1,000)	30 130	195 870	21 880	29 703	109 985	185 554	39 707	46 883
	Payroll entire year (\$1,000)	4 134	24 427	2 753	4 302	13 398	24 579	4 519	4 770
	Paid employees for week including March 12	603	4 000	549	608	1 770	3 726	636	594
54, 58, 591	<b>Convenience goods stores:</b>								
	Number	7	28	23	5	51	31	19	17
	Sales (\$1,000)	2 420	13 390	2 265	11 991	28 305	14 340	8 882	12 072
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number	11	110	51	13	65	142	12	19
	Sales (\$1,000)	26 624	180 270	17 944	17 475	31 578	165 493	23 916	32 285
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>								
	Number	3	11	12	3	34	16	21	10
	Sales (\$1,000)	1 086	2 210	1 671	237	50 112	5 721	6 909	2 526
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1, 2</sup></b>	21	149	86	21	150	189	52	46
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	2	-	-	3	2	2	1
525	<b>Hardware stores</b>	-	-	-	-	2	1	-	1
52 ex. 525	<b>Other</b>	-	2	-	-	1	1	2	-
53	<b>General merchandise group stores</b>	1	6	1	3	1	7	4	2
531	<b>Department stores<sup>4</sup></b>	1	4	1	1	1	5	2	1
533	<b>Variety stores</b>	-	-	-	1	-	-	-	-
539	<b>Miscellaneous general merchandise stores</b>	-	1	-	1	-	2	2	1
54	<b>Food stores<sup>5</sup></b>	1	9	6	3	16	10	7	6
541	<b>Grocery stores</b>	-	-	2	2	8	1	4	3
55 ex. 554	<b>Automotive dealers</b>	1	2	1	-	8	1	7	-
554	<b>Gasoline service stations</b>	2	1	-	1	7	1	3	3
56	<b>Apparel and accessory stores</b>	5	69	20	9	23	71	-	10
561	<b>Men's and boys' clothing and furnishings stores</b>	1	15	7	1	2	13	-	1
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b>	-	-	-	-	-	-	-	-
562	<b>Women's ready-to-wear stores</b>	2	27	6	4	11	30	-	4
565	<b>Family clothing stores</b>	2	23	6	3	11	26	-	3
566	<b>Shoe stores</b>	-	3	2	1	4	5	-	3
564, 9	<b>Other apparel and accessory stores</b>	2	19	-	1	3	18	-	1
57	<b>Furniture, home furnishings, and equipment stores</b>	-	5	5	2	3	5	-	1
5712	<b>Furniture stores</b>	2	12	7	1	20	25	6	3
5713, 4, 9	<b>Home furnishings stores</b>	-	2	3	1	4	7	2	2
572, 3	<b>Household appliance, radio, television, and music stores</b>	-	3	2	-	9	10	1	-
58	<b>Eating and drinking places</b>	5	18	17	1	30	20	12	10
5812	<b>Eating places</b>	5	18	17	1	28	18	10	9
5813	<b>Drinking places (alcoholic beverages)</b>	-	-	-	-	2	2	2	1
591	<b>Drug and proprietary stores</b>	1	1	-	1	5	1	-	1
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>6</sup></b>	3	29	34	2	39	51	11	10
592	<b>Liquor stores</b>	-	2	-	-	3	1	3	1
594	<b>Miscellaneous shopping goods stores</b>	3	23	23	-	21	39	2	4
5992	<b>Florists</b>	-	-	1	-	2	1	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Los Angeles CBD</b>					
52	Retail stores <sup>2</sup> -----	1 520	531 365	92 125	22 240	12 232
52	Building materials, hardware, garden supply, and mobile home dealers -----	12	4 405	502	126	54
525	Hardware stores -----	4	592	70	12	8
52 ex. 525	Other -----	8	3 813	432	114	46
53	General merchandise group stores -----	23	141 018	29 467	7 083	3 833
531	Department stores <sup>3</sup> -----	5	119 595	25 876	6 260	3 267
533	Variety stores -----	7	15 785	2 657	605	454
539	Miscellaneous general merchandise stores-----	11	5 638	934	218	102
54	Food stores <sup>4</sup> -----	80	20 165	2 468	566	370
541	Grocery stores-----	33	8 014	824	183	145
55 ex. 554	Automotive dealers -----	11	2 830	583	138	43
554	Gasoline service stations-----	18	7 836	837	178	90
56	Apparel and accessory stores-----	373	118 880	15 927	3 720	2 130
561	Men's and boys' clothing and furnishings stores -----	86	34 553	5 433	1 323	646
562, 3, 8	Women's clothing and specialty stores and furriers -----	137	40 415	5 027	1 173	825
562	Women's ready-to-wear stores -----	110	35 834	4 578	1 062	758
565	Family clothing stores -----	49	19 594	2 419	475	250
566	Shoe stores -----	57	17 898	2 546	653	322
564, 9	Other apparel and accessory stores -----	44	4 420	502	96	87
57	Furniture, home furnishings, and equipment stores-----	75	51 325	7 566	1 859	662
5712	Furniture stores -----	13	29 230	4 822	1 155	391
5713, 4, 9	Home furnishings stores -----	16	3 244	570	137	66
572, 3	Household appliance, radio, television, and music stores -----	46	18 851	2 174	567	205
58	Eating and drinking places-----	355	88 802	18 990	4 730	3 319
5812	Eating places -----	313	60 696	17 281	4 296	3 034
5813	Drinking places (alcoholic beverages)-----	42	6 106	1 709	434	285
591	Drug and proprietary stores -----	28	12 299	1 697	455	189
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	545	107 805	14 088	3 385	1 542
592	Liquor stores -----	19	7 209	569	142	84
594	Miscellaneous shopping goods stores -----	371	84 008	10 602	2 462	1 115
5992	Florists -----	18	2 113	464	98	64

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Long Beach CBD</b>					
	Retail stores <sup>2</sup> -----	287	92 760	16 280	4 008	2 834
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	9	28 667	5 087	1 207	828
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	23	11 911	1 310	266	127
541	Grocery stores -----	12	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	2 335	347	80	54
554	Gasoline service stations -----	5	1 952	159	44	21
56	Apparel and accessory stores -----	34	7 192	1 072	298	187
561	Men's and boys' clothing and furnishings stores -----	8	856	165	64	21
562, 3, 8	Women's clothing and specialty stores and fitters -----	10	1 901	269	69	70
562	Women's ready-to-wear stores -----	10	1 901	269	69	70
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	1 000	156	43	20
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	3 482	721	168	73
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	2 046	532	123	52
58	Eating and drinking places -----	100	18 637	4 154	1 038	999
5812	Eating places -----	69	13 409	3 156	767	735
5813	Drinking places (alcoholic beverages) -----	31	3 228	998	271	264
591	Drug and proprietary stores -----	8	7 733	1 211	289	129
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	89	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	1 866	133	37	20
594	Miscellaneous shopping goods stores -----	34	4 943	784	195	116
5992	Florists -----	3	361	63	23	19

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Glendale CBD</b>					
	Retail stores <sup>2</sup> -----	381	191 151	27 457	8 801	4 311
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	836	85	24	12
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	636	85	24	12
53	General merchandise group stores -----	9	74 386	10 340	2 387	1 816
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	33	14 894	1 905	478	252
541	Grocery stores -----	15	11 796	1 502	378	164
55 ex. 554	Automotive dealers -----	18	24 965	2 824	768	184
554	Gasoline service stations-----	22	8 568	401	113	83
56	Apparel and accessory stores -----	51	17 517	2 522	649	368
561	Men's and boys' clothing and furnishings stores -----	8	3 839	643	156	82
562, 3, 8	Women's clothing and specialty stores and furriers -----	24	4 217	559	136	105
562	Women's ready-to-wear stores -----	22	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	6 277	918	263	126
566	Shoe stores -----	9	2 418	285	65	39
564, 9	Other apparel and accessory stores -----	5	766	117	29	16
57	Furniture, home furnishings, and equipment stores -----	41	15 218	1 792	423	187
5712	Furniture stores -----	15	6 432	793	178	65
5713, 4, 9	Home furnishings stores -----	13	3 678	412	93	55
572, 3	Household appliance, radio, television, and music stores -----	13	5 108	587	152	67
58	Eating and drinking places -----	78	17 078	4 877	1 194	938
5812	Eating places -----	64	15 516	4 432	1 118	868
5813	Drinking places (alcoholic beverages) -----	14	1 562	445	76	70
591	Drug and proprietary stores -----	15	8 183	861	272	125
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	93	13 726	2 050	493	346
592	Liquor stores -----	3	1 110	53	16	18
594	Miscellaneous shopping goods stores -----	53	9 649	1 447	338	253
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Pasadena CBD</b>						
	<b>Retail stores<sup>2</sup></b>	285	139 984	22 848	5 274	3 184
52	Building materials, hardware, garden supply, and mobile home dealers	10	5 181	882	178	89
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	8	(D)	(D)	(D)	(D)
53	General merchandise group stores	9	45 254	7 183	1 499	1 050
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	13	15 282	1 844	374	183
541	Grocery stores	7	14 507	1 572	356	146
55 ex. 554	Automotive dealers	8	(D)	(D)	(D)	(D)
554	Gasoline service stations	12	4 387	287	81	51
56	Apparel and accessory stores	20	8 749	1 487	380	231
561	Men's and boys' clothing and furnishings stores	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	8	6 722	1 135	272	155
562	Women's ready-to-wear stores	7	(D)	(D)	(D)	(D)
565	Family clothing stores	3	(D)	(D)	(D)	(D)
566	Shoe stores	3	483	109	30	18
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	22	9 485	1 585	375	149
5712	Furniture stores	7	5 877	1 162	279	88
5713, 4, 9	Home furnishings stores	6	1 263	189	40	32
572, 3	Household appliance, radio, television, and music stores	9	2 325	234	56	29
58	Eating and drinking places	58	15 512	4 800	1 242	893
5812	Eating places	54	14 728	4 616	1 193	845
5813	Drinking places (alcoholic beverages)	4	784	184	49	48
591	Drug and proprietary stores	10	3 739	589	185	77
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	105	(D)	(D)	(D)	(D)
592	Liquor stores	3	814	77	17	11
594	Miscellaneous shopping goods stores	44	11 701	1 677	410	261
5992	Florists	5	1 565	326	66	38

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Inglewood CBD</b>					
52	Retail atores <sup>2</sup> -----	170	81 993	10 980	2 652	1 549
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 179	221	68	34
525 52 ex. 525	Hardware stores -----	-	-	-	-	-
	Other -----	4	1 179	221	68	34
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food atores <sup>4</sup> -----	17	10 957	1 073	273	123
541	Grocery stores -----	10	10 062	980	249	102
55 ex. 554	Automotive dealers -----	8	17 189	1 426	344	140
554	Gasoline service stations -----	8	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	38	5 260	758	186	115
561	Men's and boys' clothing and furnishings stores -----	4	441	49	14	7
562, 3, 8	Women's clothing and specialty stores and fumers -----	19	2 411	348	98	45
562	Women's ready-to-wear stores -----	15	2 211	332	93	42
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	864	119	20	13
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	3 828	643	159	71
5712	Furniture stores -----	4	2 322	448	105	45
5713, 4, 9	Home furnishings stores -----	5	722	103	25	12
572, 3	Household appliance, radio, television, and music stores -----	3	784	92	29	14
58	Eating and drinking places-----	37	4 801	963	237	238
5812	Eating places -----	29	4 384	891	220	225
5813	Drinking places (alcoholic beverages) -----	8	417	72	17	13
591	Drug and proprietary atores -----	10	8 326	1 158	297	128
59 ex. 591, 8	Miscellaneous retail atores <sup>5</sup> -----	35	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Burbank CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	217	102 562	14 452	3 499	1 612
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	6	12 663	1 240	306	195
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	16	(D)	(D)	(D)	(D)
541	Grocery stores -----	7	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	13	31 562	4 761	1 153	265
554	<b>Gasoline service stations -----</b>	12	4 132	477	135	88
56	<b>Apparel and accessory stores -----</b>	22	3 226	467	121	66
561	Men's and boys' clothing and furnishings stores -----	6	1 400	(D)	(D)	(D)
562, 3, 6	Women's clothing and specialty stores and furriers -----	9	1 093	135	36	26
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	25	7 465	953	221	93
5712	Furniture stores -----	4	364	25	6	4
5713, 4, 9	Home furnishings stores -----	6	3 783	456	97	41
572, 3	Household appliance, radio, television, and music stores -----	13	3 316	472	118	46
58	<b>Eating and drinking places -----</b>	49	9 339	2 336	563	566
5812	Eating places -----	42	8 801	2 206	529	559
5813	Drinking places (alcoholic beverages) -----	7	538	130	34	27
591	<b>Drug and proprietary stores -----</b>	9	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	62	(D)	(D)	(D)	(D)
592	Liquor stores -----	7	1 043	91	18	22
594	Miscellaneous shopping goods stores -----	27	3 357	557	132	77
5992	Florists -----	4	425	88	22	17

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pomona CBD</b>					
	Retail stores <sup>2</sup> -----	102	51 847	8 484	1 548	808
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	5	2 566	243	59	36
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	15	25 132	2 467	597	190
554	Gasoline service stations-----	3	1 579	42	10	6
56	Apparel and accessory stores-----	5	3 234	500	133	67
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	2	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	18	4 896	781	171	80
5712	Furniture stores -----	8	3 247	503	111	55
5713, 4, 9	Home furnishings stores -----	4	799	145	36	15
572, 3	Household appliance, radio, television, and music stores-----	4	850	113	24	10
58	Eating and drinking places-----	25	4 560	1 153	272	261
5812	Eating places -----	19	4 358	1 118	261	249
5813	Drinking places (alcoholic beverages)-----	6	202	35	11	12
591	Drug and proprietary stores -----	3	650	233	56	14
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	8	(D)	(D)	(D)	(D)
5992	Florists -----	3	198	30	7	5

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Alhambra CBD</b>					
	Retail stores <sup>2</sup> -----	167	126 405	15 165	3 780	1 669
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 621	200	52	19
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	2 235	405	106	93
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	13	10 093	1 195	296	109
541	Grocery stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	16	81 022	8 102	1 979	554
554	Gasoline service stations -----	11	2 753	448	104	64
56	Apparel and accessory stores -----	22	9 047	1 374	350	279
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniers -----	10	1 749	228	75	64
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	5 738	715	191	86
5712	Furniture stores -----	7	1 379	137	29	18
5713, 4, 9	Home furnishings stores -----	5	2 478	352	107	44
572, 3	Household appliance, radio, television, and music stores -----	6	1 881	226	55	24
58	Eating and drinking places -----	26	4 967	1 271	322	269
5812	Eating places -----	24	4 524	1 171	296	269
5813	Drinking places (alcoholic beverages) -----	4	443	100	26	20
591	Drug and proprietary stores -----	5	1 443	251	69	36
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	47	7 286	1 206	311	140
592	Liquor stores -----	7	1 141	49	18	12
594	Miscellaneous shopping goods stores -----	21	3 321	463	106	67
5992	Florists -----	4	(D)	96	23	15

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Downey CBD</b>					
	Retail stores <sup>2</sup> -----	128	97 222	12 275	3 091	1 217
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	1 110	116	30	15
525	Hardware stores -----	—	—	—	—	—
52 ex. 525	Other -----	6	1 110	116	30	15
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	—	—	—	—	—
533	Variety stores -----	—	—	—	—	—
599	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	14	13 559	1 427	386	188
541	Grocery stores -----	7	12 675	1 294	309	142
55 ex. 554	Automotive dealers -----	7	56 791	6 276	1 648	363
554	Gasoline service stations -----	6	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	9	1 683	231	47	32
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 6	Women's clothing and specialty stores and furriers -----	3	150	24	6	6
562	Women's ready-to-wear stores -----	3	150	24	6	6
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	21	7 225	1 120	261	119
5712	Furniture stores -----	6	2 161	262	71	34
5713, 4, 9	Home furnishings stores -----	6	743	160	34	17
572, 3	Household appliance, radio, television, and music stores -----	9	4 321	676	156	68
58	Eating and drinking places -----	20	5 736	1 505	353	281
5812	Eating places -----	13	4 607	1 320	309	248
5813	Drinking places (alcoholic beverages) -----	7	1 129	185	44	33
591	Drug and proprietary stores -----	7	2 252	473	110	47
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	37	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	20	(D)	(D)	(D)	(D)
5992	Florists -----	3	300	66	15	10

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bellflower CBD</b>					
	Retail stores <sup>2</sup> -----	261	121 712	15 104	3 512	1 805
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	7 030	791	156	88
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	22	17 828	2 388	808	273
541	Grocery stores-----	11	16 318	1 954	508	194
55 ex. 554	Automotive dealers-----	29	37 813	3 704	791	265
554	Gasoline service stations-----	12	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	18	4 128	691	161	115
561	Men's and boys' clothing and furnishings stores-----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	7	1 035	281	65	45
562	Women's ready-to-wear stores-----	7	1 035	281	65	45
565	Family clothing stores-----	3	1 896	238	57	44
566	Shoe stores-----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	30	7 660	1 205	265	101
5712	Furniture stores-----	15	4 470	704	192	67
5713, 4, 9	Home furnishings stores-----	6	1 193	273	32	13
572, 3	Household appliance, radio, television, and music stores-----	9	1 997	228	41	21
58	Eating and drinking places-----	55	8 230	2 053	500	416
5812	Eating places-----	31	6 645	1 795	430	356
5813	Drinking places (alcoholic beverages)-----	24	1 585	258	70	60
591	Drug and proprietary stores-----	8	2 581	481	135	67
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	78	(D)	(D)	(D)	(D)
592	Liquor stores-----	12	2 754	200	51	36
594	Miscellaneous shopping goods stores-----	20	(D)	(D)	(D)	(D)
5992	Florists-----	6	524	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Monica CBD</b>					
	Retail stores <sup>2</sup> -----	334	119 807	20 748	5 029	3 009
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	—	—	—	—	—
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	34 414	8 215	1 469	863
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	20	8 688	1 139	278	181
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	8	2 532	280	58	30
554	Gasoline service stations-----	7	3 103	224	56	30
56	Apparel and accessory stores -----	70	18 557	2 577	621	385
561	Men's and boys' clothing and furnishings stores -----	11	5 030	945	222	111
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	6 094	889	210	171
562	Women's ready-to-wear stores -----	26	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	407	58	26	12
566	Shoe stores -----	17	4 378	625	149	61
564, 9	Other apparel and accessory stores -----	8	648	60	14	10
57	Furniture, home furnishings, and equipment stores-----	36	12 559	1 783	469	214
5712	Furniture stores -----	11	3 943	462	113	54
5713, 4, 9	Home furnishings stores -----	12	4 431	744	218	89
572, 3	Household appliance, radio, television, and music stores-----	13	4 185	577	138	71
58	Eating and drinking places-----	89	19 216	5 480	1 265	921
5812	Eating places -----	57	17 761	5 147	1 206	867
5813	Drinking places (alcoholic beverages) -----	12	1 455	333	79	54
591	Drug and proprietary stores -----	9	4 614	599	172	90
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	105	(D)	(D)	(D)	(D)
592	Liquor stores -----	6	1 193	139	21	12
594	Miscellaneous shopping goods stores -----	58	10 768	1 627	375	195
5992	Florists -----	3	187	29	6	5

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	Retail stores <sup>2</sup> -----	147	118 235	14 896	3 514	1 854
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	—	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	22 340	3 810	871	849
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	38 370	4 207	993	410
541	Grocery stores-----	4	30 108	3 314	802	285
55 ex. 554	Automotive dealers -----	8	27 908	2 884	890	184
554	Gasoline service stations-----	4	1 854	79	23	15
56	Apparel and accessory stores-----	43	9 677	1 235	275	211
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniers -----	18	5 089	495	120	107
562	Women's ready-to-wear stores -----	17	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	2 476	366	70	41
564, 9	Other apparel and accessory stores -----	13	834	136	38	29
57	Furniture, home furnishings, and equipment stores-----	15	5 042	589	129	59
5712	Furniture stores -----	5	3 033	386	76	29
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	25	(D)	(D)	(D)	(D)
5812	Eating places -----	23	4 463	1 126	316	232
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	35	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 468	134	36	17
594	Miscellaneous shopping goods stores -----	14	1 702	120	30	27
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 10</b>					
	<b>Retail stores<sup>2</sup>-----</b>	352	95 986	16 435	3 987	2 604
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	1	(D)	(D)	(D)	(D)
525	<b>Hardware stores -----</b>	1	(D)	(D)	(D)	(D)
52 ex. 525	<b>Other -----</b>	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	7	(D)	(D)	(D)	(D)
531	<b>Department stores<sup>3</sup> -----</b>	1	(D)	(D)	(D)	(D)
533	<b>Variety stores -----</b>	3	(D)	(D)	(D)	(D)
539	<b>Miscellaneous general merchandise stores -----</b>	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	10	(D)	(D)	(D)	(D)
541	<b>Grocery stores -----</b>	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	3	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations -----</b>	3	539	27	1	-
56	<b>Apparel and accessory stores-----</b>	91	18 001	2 732	602	324
561	<b>Men's and boys' clothing and furnishings stores -----</b>	21	5 899	1 099	256	113
562, 3, 8	<b>Women's clothing and specialty stores and fumiers -----</b>	27	5 922	850	147	103
562	<b>Women's ready-to-wear stores -----</b>	24	4 499	636	97	75
565	<b>Family clothing stores -----</b>	10	1 411	96	24	13
566	<b>Shoe stores -----</b>	13	2 969	435	105	54
564, 9	<b>Other apparel and accessory stores -----</b>	20	1 800	252	70	41
57	<b>Furniture, home furnishings, and equipment stores-----</b>	15	2 959	168	44	20
5712	<b>Furniture stores -----</b>	1	(D)	(D)	(D)	(D)
5713, 4, 9	<b>Home furnishings stores -----</b>	3	(D)	(D)	(D)	(D)
572, 3	<b>Household appliance, radio, television, and music stores -----</b>	11	1 865	114	31	11
58	<b>Eating and drinking places-----</b>	103	22 622	6 025	1 485	1 088
5812	<b>Eating places -----</b>	84	20 720	5 614	1 385	1 015
5813	<b>Drinking places (alcoholic beverages) -----</b>	19	1 902	411	100	73
591	<b>Drug and proprietary stores -----</b>	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	114	20 676	2 764	701	367
592	<b>Liquor stores -----</b>	2	(D)	(D)	(D)	(D)
594	<b>Miscellaneous shopping goods stores-----</b>	76	(D)	(D)	(D)	(D)
5992	<b>Florists -----</b>	4	80	14	2	4

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 12</b>					
	Retail stores <sup>2</sup> -----	551	304 381	51 350	12 341	6 321
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	20	13 209	1 745	413	184
541	Grocery stores-----	7	10 054	1 174	269	102
55 ex. 554	Automotive dealers -----	5	5 499	509	140	34
554	Gasoline service stations-----	5	1 934	309	71	31
56	Apparel and accessory stores-----	189	111 572	19 007	4 359	2 011
561	Men's and boys' clothing and furnishings stores-----	44	26 560	5 364	1 157	466
562, 3, 8	Women's clothing and specialty stores and furriers-----	95	64 771	10 748	2 551	1 236
562	Women's ready-to-wear stores-----	76	61 545	10 402	2 461	1 192
565	Family clothing stores-----	14	10 052	1 559	333	148
566	Shoe stores-----	20	6 107	972	224	115
564, 9	Other apparel and accessory stores-----	16	2 082	364	94	46
57	Furniture, home furnishings, and equipment stores-----	29	19 791	3 503	766	335
5712	Furniture stores-----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	15	8 174	1 160	249	132
572, 3	Household appliance, radio, television, and music stores-----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	79	34 274	10 269	2 614	1 564
5812	Eating places-----	78	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	15	9 022	1 521	408	177
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	202	(D)	(D)	(D)	(D)
592	Liquor stores-----	7	4 406	379	90	41
594	Miscellaneous shopping goods stores-----	116	(D)	(D)	(D)	(D)
5992	Florists-----	5	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 13</b>					
	<b>Retail stores<sup>2</sup></b>	171	97 387	15 670	3 839	2 315
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	1	(D)	(D)	(D)	(D)
525	Hardware stores	—	—	—	—	—
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	7	2 490	496	124	72
541	Grocery stores	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	—	—	—	—	—
554	<b>Gasoline service stations</b>	2	(D)	(D)	(D)	(D)
58	<b>Apparel and accessory stores</b>	51	20 605	3 187	793	446
561	Men's and boys' clothing and furnishings stores	10	6 038	852	203	119
562, 3, 8	Women's clothing and specialty stores and furriers	16	4 631	714	168	146
562	Women's ready-to-wear stores	13	4 289	688	160	140
665	Family clothing stores	9	6 125	1 058	257	97
566	Shoe stores	12	3 391	507	157	76
564, 9	Other apparel and accessory stores	4	420	36	8	8
57	<b>Furniture, home furnishings, and equipment stores</b>	11	5 530	536	121	86
5712	Furniture stores	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	7	3 008	259	59	39
58	<b>Eating and drinking places</b>	40	18 399	5 230	1 279	975
5812	Eating places	40	18 399	5 230	1 279	975
5813	Drinking places (alcoholic beverages)	—	—	—	—	—
591	<b>Drug and proprietary stores</b>	4	2 418	297	78	55
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup></b>	50	(D)	(D)	(D)	(D)
592	Liquor stores	—	—	—	—	—
594	Miscellaneous shopping goods stores	36	(D)	(D)	(D)	(D)
5992	Florists	3	311	57	12	19

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 16</b>					
	Retail stores <sup>2</sup> -----	157	111 259	15 835	3 713	2 822
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	62 278	8 986	2 063	1 518
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	7	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	69	25 017	3 165	770	800
561	Men's and boys' clothing and furnishings stores -----	12	4 061	566	139	113
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	11 976	1 459	361	314
562	Women's ready-to-wear stores -----	28	11 539	1 387	345	302
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	20	5 937	793	192	114
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	5 146	753	171	116
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	3 569	496	110	73
58	Eating and drinking places-----	17	5 465	1 287	318	302
5812	Eating places -----	17	5 465	1 287	318	302
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	38	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	30	8 542	1 257	294	200
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 19</b>					
	Retail stores <sup>2</sup> -----	120	107 733	14 821	2 907	2 111
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	65 183	8 121	1 263	1 118
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	3	(D)	(D)	(D)	(D)
541	Grocery stores-----	-	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	40	13 216	1 856	427	315
561	Men's and boys' clothing and furnishings stores -----	4	1 824	274	72	34
562, 3, 8	Women's clothing and specialty stores and fumers -----	18	4 834	646	138	119
562	Women's ready-to-wear stores -----	14	3 799	465	104	100
565	Family clothing stores -----	3	943	115	33	23
566	Shoe stores -----	11	4 961	752	167	124
564, 9	Other apparel and accessory stores -----	4	654	69	17	15
57	Furniture, home furnishings, and equipment stores-----	21	8 864	1 015	225	104
5712	Furniture stores -----	11	4 444	476	109	44
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	9	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	18	5 913	1 631	411	292
5812	Eating places -----	16	5 913	1 631	411	292
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	27	5 680	873	190	111
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	19	4 815	721	157	84
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 29</b>					
	<b>Retail stores<sup>2</sup>-----</b>	202	138 389	17 982	4 146	2 770
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	1 829	218	66	37
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	4	57 387	6 998	1 555	1 080
531	Department stores <sup>3</sup> -----	4	57 387	6 998	1 555	1 080
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	15	13 372	1 400	328	152
541	Grocery stores-----	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers-----</b>	6	2 575	348	86	36
554	<b>Gasoline service stations-----</b>	5	1 917	81	22	14
56	<b>Apparel and accessory stores-----</b>	74	30 098	4 013	906	631
561	Men's and boys' clothing and furnishings stores-----	15	6 708	876	229	150
562, 3, 8	Women's clothing and specialty stores and furriers-----	31	12 782	1 732	415	322
562	Women's ready-to-wear stores-----	27	12 245	1 644	398	308
565	Family clothing stores-----	4	2 054	232	58	38
566	Shoe stores-----	20	7 669	1 040	173	96
564, 9	Other apparel and accessory stores-----	4	883	133	31	25
57	<b>Furniture, home furnishings, and equipment stores-----</b>	16	5 217	614	141	84
5712	Furniture stores-----	-	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	10	3 749	397	100	49
58	<b>Eating and drinking places-----</b>	30	(D)	(D)	(D)	(D)
5812	Eating places-----	27	8 062	2 121	525	416
5813	Drinking places (alcoholic beverages)-----	3	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores-----</b>	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	43	15 081	1 794	393	273
592	Liquor stores-----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	33	13 216	1 582	340	233
5992	Florists-----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 34</b>					
	<b>Retail stores<sup>2</sup></b>	206	245 843	32 838	7 496	4 883
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	10	161 545	21 451	4 741	3 013
531	Department stores <sup>3</sup>	7	(D)	(D)	(D)	(D)
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	10	15 785	1 766	458	246
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	1	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	-	-	-	-	-
56	<b>Apparel and accessory stores</b>	96	45 297	5 778	1 401	937
561	Men's and boys' clothing and furnishings stores	14	6 074	717	166	105
562, 3, 8	Woman's clothing and specialty stores and furriers	41	24 448	3 106	778	536
562	Women's ready-to-wear stores	36	23 014	2 976	744	508
565	Family clothing stores	10	6 563	869	203	144
566	Shoe stores	25	7 398	998	232	134
564, 9	Other apparel and accessory stores	6	814	66	22	18
57	<b>Furniture, home furnishings, and equipment stores</b>	10	2 578	402	103	61
5712	Furniture stores	-	-	-	-	-
5713, 4, 9	Home furnishings stores	4	1 079	142	37	25
572, 3	Household appliance, radio, television, and music stores	8	1 497	260	66	36
58	<b>Eating and drinking places</b>	20	4 982	1 358	288	317
5812	Eating places	20	4 982	1 358	288	317
5813	Drinking places (alcoholic beverages)	-	-	-	-	-
591	<b>Drug and proprietary stores</b>	4	2 188	321	102	36
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	55	(D)	(D)	(D)	(D)
592	Liquor stores	-	-	-	-	-
594	Miscellaneous shopping goods stores	37	10 817	1 401	330	223
5992	Florists	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 35</b>					
	Retail stores <sup>2</sup> -----	108	137 517	18 952	4 636	2 897
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	6	71 341	9 927	2 269	1 420
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	7	15 564	1 389	387	146
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	4	748	83	20	13
56	Apparel and accessory stores -----	34	13 037	1 722	400	279
561	Men's and boys' clothing and furnishings stores -----	5	3 635	386	85	64
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	4 655	688	170	124
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	9	3 790	473	149	81
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 863	317	94	53
58	Eating and drinking places -----	19	(D)	(D)	(D)	(D)
5812	Eating places -----	18	10 090	2 469	582	655
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	21	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	6 736	907	285	159
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 40</b>					
	Retail stores <sup>2</sup> -----	109	97 938	12 448	2 926	1 950
52	Building materials, hardware, garden supply, and mobile home dealers-----	1	(D)	(D)	(D)	(D)
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	5	(D)	(D)	(D)	(D)
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	8	12 295	1 280	255	87
554	Gasoline service stations-----	4	1 024	83	15	11
56	Apparel and accessory stores-----	32	12 473	1 695	400	281
561	Man's and boys' clothing and furnishings stores-----	6	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	11	4 499	536	145	120
562	Women's ready-to-wear stores-----	10	(D)	(D)	(D)	(D)
565	Family clothing stores-----	-	-	-	-	-
566	Shoe stores-----	9	2 529	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	12	7 203	1 013	251	99
5712	Furniture stores-----	3	3 032	580	145	49
5713, 4, 9	Home furnishings stores-----	3	472	97	19	-
572, 3	Household appliance, radio, television, and music stores-----	6	3 699	336	67	39
58	Eating and drinking places-----	14	4 362	1 324	310	275
56t2	Eating places-----	11	3 797	1 176	273	246
56t3	Drinking places (alcoholic beverages)-----	3	565	148	37	29
591	Drug and proprietary stores-----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	27	(D)	(D)	(D)	(D)
592	Liquor stores-----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	16	(D)	(D)	(D)	(D)
5992	Florists-----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll antira yaar (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 54</b>					
	Retail stores <sup>2</sup> -----	204	128 397	17 491	4 035	2 840
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	572	92	18	20
525	Hardware stores -----	-	-	-	-	-
52 ax. 525	Other -----	3	572	92	18	20
53	General merchandise group stores-----	6	59 795	7 304	1 812	1 179
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	17	7 992	1 064	261	147
541	Grocery stores-----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers-----	3	1 538	305	87	24
554	Gasoline service stations-----	7	2 509	116	31	28
56	Apparel and accessory stores-----	61	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores-----	9	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fumars-----	25	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores-----	24	(D)	(D)	(D)	(D)
565	Family clothing stores-----	2	(D)	(D)	(D)	(D)
566	Shoe stores-----	16	5 789	786	181	101
564, 9	Other apparel and accessory stores-----	9	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	21	5 497	726	184	96
5712	Furniture stores-----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	12	2 913	366	94	37
58	Eating and drinking places-----	30	9 052	2 491	623	508
5812	Eating places-----	27	8 654	2 371	601	488
5813	Drinking places (alcoholic beverages)-----	3	398	120	22	20
591	Drug and proprietary stores-----	4	4 299	536	118	53
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	52	12 453	1 692	379	257
592	Liquor stores-----	3	661	47	10	10
594	Miscellaneous shopping goods stores-----	35	(D)	(D)	(D)	(D)
5992	Florists-----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 58</b>						
	Retail stores <sup>2</sup> -----	124	105 420	12 763	3 000	1 696
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	12	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	7	1 741	133	39	30
56	Apparel and accessory stores -----	26	5 325	894	221	163
561	Men's and boys' clothing and furnishings stores -----	7	1 915	329	86	66
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	2 115	277	62	61
562	Women's ready-to-wear stores -----	10	2 115	277	62	61
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	5 461	679	172	76
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	3 211	345	94	41
58	Eating and drinking places -----	23	6 006	1 425	313	316
5812	Eating places -----	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	35	7 553	935	226	147
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	27	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 59</b>					
	Retail stores <sup>2</sup> -----	182	96 757	14 128	3 328	2 449
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	48 954	8 234	1 403	1 072
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	10	(D)	(D)	(D)	(D)
541	Grocery stores-----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	3	879	38	11	8
56	Apparel and accessory stores -----	83	18 008	2 456	592	432
561	Men's and boys' clothing and furnishings stores -----	13	5 387	813	193	89
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	25	7 279	895	226	224
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	3 525	516	121	66
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	17	6 010	814	189	88
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	3 680	616	147	73
58	Eating and drinking places-----	30	9 427	2 477	592	583
5812	Eating places -----	29	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	48	9 405	1 269	300	184
592	Liquor stores -----	4	610	38	9	4
594	Miscellaneous shopping goods stores-----	34	7 513	1 117	267	160
5992	Florists-----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 72</b>					
	Retail stores <sup>2</sup> -----	192	193 445	26 060	6 097	3 955
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	7	65 616	11 182	2 388	1 661
531	Department stores <sup>3</sup> -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	7 432	1 000	236	119
541	Grocery stores -----	3	4 353	587	145	53
55 ex. 554	Automotive dealers -----	4	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	76	35 635	5 256	1 214	821
561	Men's and boys' clothing and furnishings stores -----	16	7 177	1 004	232	151
562, 3, 8	Women's clothing and specialty stores and furniers -----	37	22 560	3 463	815	557
562	Women's ready-to-wear stores -----	31	21 117	3 312	773	527
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	17	4 747	651	132	87
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	5 592	784	206	111
5712	Furniture stores -----	5	2 080	246	55	30
5713, 4, 9	Home furnishings stores -----	7	2 424	381	97	54
572, 3	Household appliance, radio, television, and music stores -----	6	1 088	157	54	27
58	Eating and drinking places -----	25	11 759	3 109	768	739
5812	Eating places -----	24	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	1 868	354	102	34
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	46	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	38	15 337	1 668	372	263
5992	Florists -----	-	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 74</b>					
52	Retail stores <sup>2</sup> -----	188	78 845	10 273	2 408	1 417
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	5 187	750	182	88
52 ex. 525	Hardware stores -----	2	(D)	(D)	(D)	(D)
	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	14	11 513	1 294	305	142
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	11	4 449	542	118	50
554	Gasoline service stations-----	8	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	21	3 015	438	98	84
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	1 886	255	56	60
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	4	560	77	14	13
57	Furniture, home furnishings, and equipment stores-----	28	8 850	918	207	92
5712	Furniture stores -----	8	4 313	496	104	43
5713, 4, 9	Home furnishings stores -----	9	3 195	282	67	27
572, 3	Household appliance, radio, television, and music stores-----	9	1 342	140	36	22
58	Eating and drinking places-----	28	7 731	2 233	543	426
5812	Eating places-----	24	7 416	2 158	523	409
5813	Drinking places (alcoholic beverages) -----	4	315	75	20	17
591	Drug and proprietary stores -----	4	2 424	301	69	38
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	48	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 429	169	33	23
594	Miscellaneous shopping goods stores-----	29	(D)	(D)	(D)	(D)
5992	Florists -----	4	557	84	16	14

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 91</b>					
	Retail stores <sup>2</sup> -----	149	195 670	24 427	5 647	4 000
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	129 658	14 915	3 451	2 375
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	69	30 600	3 982	920	622
561	Men's and boys' clothing and furnishings stores -----	15	6 552	909	214	138
562, 3, 6	Women's clothing and specialty stores and furriers -----	27	15 813	1 975	477	344
562	Women's ready-to-wear stores -----	23	13 979	1 829	448	321
565	Family clothing stores -----	3	980	96	24	13
566	Shoe stores -----	19	6 639	888	173	110
564, 9	Other apparel and accessory stores -----	5	616	94	32	17
57	Furniture, home furnishings, and equipment stores -----	12	6 299	831	181	75
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	3 493	377	61	38
58	Eating and drinking places -----	16	9 121	2 416	565	561
5612	Eating places -----	16	9 121	2 416	565	561
5613	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	29	14 551	1 610	373	257
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	23	13 713	1 528	360	242
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 96</b>					
	Retail stores <sup>2</sup> -----	150	109 985	13 398	3 257	1 770
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 918	192	47	27
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	18	13 233	1 557	358	189
541	Grocery stores-----	8	12 064	1 332	298	147
55 ex. 554	Automotive dealers -----	8	43 851	3 937	1 005	236
554	Gasoline service stations-----	7	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	23	3 872	819	152	112
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 059	293	76	70
562	Women's ready-to-wear stores -----	11	2 059	293	76	70
565	Family clothing stores -----	4	866	197	48	24
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	20	4 529	855	181	96
5712	Furniture stores -----	4	721	168	40	17
5713, 4, 9	Home furnishings stores -----	9	2 227	304	74	45
572, 3	Household appliance, radio, television, and music stores -----	7	1 581	183	47	34
58	Eating and drinking places-----	30	12 268	2 978	862	875
5812	Eating places -----	28	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	5	2 804	430	135	49
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	39	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	21	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 97</b>					
	<b>Retail stores<sup>2</sup></b>	189	185 554	24 579	5 523	3 726
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	2	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	7	105 626	13 695	3 042	1 984
531	Department stores <sup>3</sup>	5	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	10	(D)	(D)	(D)	(D)
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	1	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	1	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	71	28 513	3 388	774	549
561	Men's and boys' clothing and furnishings stores	13	5 160	638	143	88
562, 3, 8	Women's clothing and specialty stores and fumers	30	12 375	1 357	301	258
562	Women's ready-to-wear stores	26	10 694	1 208	265	232
565	Family clothing stores	5	3 482	425	110	65
566	Shoe stores	18	6 507	836	193	123
564, 9	Other apparel and accessory stores	5	989	132	27	15
57	<b>Furniture, home furnishings, and equipment stores</b>	25	17 686	2 250	472	224
5712	Furniture stores	7	10 286	1 387	284	108
5713, 4, 9	Home furnishings stores	10	3 375	457	79	61
572, 3	Household appliance, radio, television, and music stores	8	4 025	406	109	55
58	<b>Eating and drinking places</b>	20	9 102	2 203	540	514
5812	Eating places	18	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	51	15 934	2 170	465	301
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	39	13 668	1 898	408	266
5992	Florists	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Los Angeles</b>					
	Retail stores <sup>2</sup> -----	24 422	9 975 848	1 298 839	310 751	175 437
52	Building materials, hardware, garden supply, and mobile home dealers -----	772	353 835	45 186	10 532	4 728
525	Hardware stores -----	212	77 738	10 288	2 534	1 340
52 ex. 525	Other -----	560	276 097	34 900	7 998	3 388
53	General merchandise group stores -----	377	1 247 429	188 888	38 022	23 910
531	Department stores <sup>3</sup> -----	67	1 130 765	153 814	34 338	21 239
533	Variety stores-----	96	51 319	8 348	2 088	1 681
539	Miscellaneous general merchandise stores-----	214	65 345	6 924	1 596	990
54	Food stores <sup>4</sup> -----	2 856	2 183 997	234 247	55 350	25 856
541	Grocery stores -----	1 405	1 973 311	202 984	47 974	20 913
55 ex. 554	Automotive dealers -----	1 171	1 893 269	170 491	42 274	11 920
554	Gasoline service stations-----	1 776	740 317	47 838	11 830	7 619
56	Apparel and accessory stores-----	2 538	592 718	82 319	19 487	12 229
561	Men's and boys' clothing and furnishings stores -----	417	134 632	20 912	4 948	2 576
562, 3, 8	Women's clothing and specialty stores and furniers -----	1 004	235 167	31 132	7 394	5 386
562	Women's ready-to-wear stores -----	815	212 673	28 617	6 764	4 969
565	Family clothing stores -----	370	95 720	12 584	3 134	1 777
566	Shoe stores -----	402	94 217	13 253	3 009	1 729
564, 9	Other apparel and accessory stores -----	345	32 982	4 438	1 002	761
57	Furniture, home furnishings, and equipment stores-----	2 074	637 862	75 255	17 897	7 638
5712	Furniture stores -----	615	249 264	34 534	8 043	3 158
5713, 4, 9	Home furnishings stores -----	676	115 842	13 075	3 071	1 616
572, 3	Household appliance, radio, television, and music stores-----	783	272 556	27 646	6 583	2 862
58	Eating and drinking places-----	5 532	1 177 324	307 930	74 530	59 811
5812	Eating places -----	4 492	1 092 378	288 905	69 708	55 563
5813	Drinking places (alcoholic beverages) -----	1 040	84 946	19 025	4 822	4 048
591	Drug and proprietary stores -----	567	388 251	57 735	15 430	6 705
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	8 957	961 044	107 152	25 799	15 223
592	Liquor stores -----	893	283 371	22 240	5 388	3 456
594	Miscellaneous shopping goods stores-----	2 796	439 022	55 616	13 341	7 635
5992	Florists -----	311	31 411	5 999	1 388	950

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Long Beach</b>					
	Retail stores <sup>2</sup> -----	2 756	1 178 458	153 052	36 520	22 092
52	Building materials, hardware, garden supply, and mobile home dealers -----	82	31 214	4 140	923	437
525	Hardware stores -----	18	5 046	702	167	110
52 ex. 525	Other -----	84	28 168	3 438	756	327
53	General merchandise group stores -----	44	114 286	14 904	3 427	2 365
531	Department stores <sup>3</sup> -----	12	105 317	13 589	3 105	2 079
533	Variety stores -----	17	(D)	977	240	223
539	Miscellaneous general merchandise stores -----	15	(D)	328	82	63
54	Food stores <sup>4</sup> -----	265	240 362	24 664	5 792	2 755
541	Grocery stores -----	144	226 429	22 153	5 216	2 265
55 ex. 554	Automotive dealers -----	203	312 934	31 562	7 423	2 289
554	Gasoline service stations -----	198	74 725	4 736	1 230	898
56	Apparel and accessory stores -----	184	31 703	4 278	1 059	767
561	Men's and boys' clothing and furnishings stores -----	23	5 258	748	201	102
562, 3, 8	Women's clothing and specialty stores and furriers -----	78	11 022	1 508	367	305
562	Women's ready-to-wear stores -----	87	10 404	1 396	336	287
565	Family clothing stores -----	18	8 190	781	202	138
566	Shoe stores -----	40	7 051	996	222	178
564, 9	Other apparel and accessory stores -----	27	2 184	245	67	44
57	Furniture, home furnishings, and equipment stores -----	225	80 247	(D)	(D)	(D)
5712	Furniture stores -----	58	22 643	3 643	851	356
5713, 4, 9	Home furnishings stores -----	85	18 055	2 440	581	277
572, 3	Household appliance, radio, television, and music stores -----	82	39 549	(D)	(D)	(D)
58	Eating and drinking places -----	729	139 484	36 244	8 640	7 860
5812	Eating places -----	519	122 847	32 486	7 568	6 917
5813	Drinking places (alcoholic beverages) -----	210	16 637	3 758	1 072	943
591	Drug and proprietary stores -----	80	39 672	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	746	113 631	14 605	3 602	2 700
592	Liquor stores -----	130	35 819	2 726	682	555
594	Miscellaneous shopping goods stores -----	280	49 958	7 198	1 799	1 357
5992	Florists -----	34	4 644	999	230	153

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities In the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Glendale</b>					
	<b>Retail stores<sup>2</sup></b>	1 290	813 315	76 187	18 298	10 450
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	33	13 835	2 182	517	220
525	Hardware stores	9	4 316	767	181	72
52 ex. 525	Other	24	9 317	1 395	336	148
53	<b>General merchandise stores</b>	18	78 949	11 226	2 535	1 935
531	Department stores <sup>3</sup>	6	78 920	10 928	2 459	1 856
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	7	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	134	129 648	13 367	3 134	1 446
541	Grocery stores	61	115 007	11 655	2 699	1 141
55 ex. 554	<b>Automotive dealers</b>	91	161 667	16 165	3 695	1 118
554	<b>Gasoline service stations</b>	103	35 133	1 946	559	403
56	<b>Apparel and accessory stores</b>	182	43 867	5 723	1 355	953
561	Men's and boys' clothing and furnishings stores	20	(D)	1 146	266	160
562, 3, 8	Women's clothing and specialty stores and furriers	73	16 549	2 107	492	448
562	Women's ready-to-wear stores	61	14 641	1 921	444	411
565	Family clothing stores	19	8 646	1 159	324	170
566	Shoe stores	32	7 606	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	18	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	124	41 993	5 372	1 318	578
5712	Furniture stores	34	13 646	1 728	419	179
5713, 4, 9	Home furnishings stores	36	8 982	1 137	272	126
572, 3	Household appliance, radio, television, and music stores	54	19 365	2 507	625	271
58	<b>Eating and drinking places</b>	247	47 311	12 259	3 043	2 563
5812	Eating places	197	43 047	11 271	2 637	2 388
5813	Drinking places (alcoholic beverages)	50	4 264	988	206	175
591	<b>Drug and proprietary stores</b>	29	11 982	1 668	488	249
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	351	48 930	6 059	1 458	985
592	Liquor stores	36	12 034	829	215	158
594	Miscellaneous shopping goods stores	159	26 264	3 727	678	596
5992	Florists	20	1 768	365	68	68

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pasadena</b>					
	<b>Retail stores<sup>2</sup></b>	1 047	820 181	82 534	19 570	10 703
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	42	18 846	2 368	552	245
525	Hardware stores	8	1 281	(D)	(D)	(D)
52 ex. 525	Other	36	17 565	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	19	136 342	(D)	(D)	(D)
531	Department stores <sup>3</sup>	5	132 097	17 052	3 758	2 345
533	Variety stores	9	(D)	465	106	118
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	90	111 246	12 751	2 986	1 203
541	Grocery stores	49	103 323	11 677	2 707	1 035
55 ex. 554	<b>Automotive dealers</b>	66	149 195	15 506	3 577	1 006
554	<b>Gasoline service stations</b>	73	32 878	2 008	498	324
56	<b>Apparel and accessory stores</b>	80	23 608	3 535	970	619
561	Men's and boys' clothing and furnishings stores	12	(D)	704	208	89
562, 3, 8	Women's clothing and specialty stores and fumers	39	12 339	1 793	473	330
562	Women's ready-to-wear stores	33	12 181	(D)	(D)	(D)
565	Family clothing stores	12	4 118	548	160	131
566	Shoe stores	12	(D)	464	123	62
564, 9	Other apparel and accessory stores	5	(D)	26	6	7
57	<b>Furniture, home furnishings, and equipment stores</b>	114	33 978	5 208	1 200	535
5712	Furniture stores	37	14 774	2 374	561	208
5713, 4, 9	Home furnishings stores	34	7 456	1 410	317	167
572, 3	Household appliance, radio, television, and music stores	43	11 748	1 424	322	160
58	<b>Eating and drinking places</b>	213	55 217	15 446	3 876	3 090
5812	Eating places	189	53 033	14 975	3 754	2 980
5813	Drinking places (alcoholic beverages)	24	2 184	471	122	110
591	<b>Drug and proprietary stores</b>	32	12 137	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	318	46 714	6 063	1 454	872
592	Liquor stores	26	7 949	685	158	100
594	Miscellaneous shopping goods stores	118	25 770	3 485	848	526
5992	Florists	17	2 078	402	82	51

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Inglewood</b>					
	Retail stores <sup>2</sup> -----	832	328 073	40 078	9 820	5 037
52	Building materials, hardware, garden supply, and mobile home dealers -----	20	7 795	(D)	(D)	(D)
525	Hardware stores -----	10	2 040	309	80	42
52 ex. 525	Other -----	10	5 755	(D)	(D)	(D)
53	General merchandise group stores -----	7	(D)	4 931	1 121	750
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	88	75 200	8 087	1 908	840
541	Grocery stores -----	38	88 687	8 977	1 658	663
55 ex. 554	Automotive dealers -----	51	101 428	10 868	2 871	820
554	Gasoline service stations -----	85	21 947	1 437	374	251
58	Apparel and accessory stores -----	71	13 204	2 071	562	397
561	Men's and boys' clothing and furnishings stores -----	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	29	3 678	549	154	83
562	Women's ready-to-wear stores -----	24	3 467	(D)	(D)	(D)
565	Family clothing stores -----	9	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	3 853	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	11	556	70	13	9
57	Furniture, home furnishings, and equipment stores -----	52	15 783	1 956	518	223
5712	Furniture stores -----	15	(D)	984	247	92
5713, 4, 9	Home furnishings stores -----	16	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	21	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	132	23 948	5 974	1 443	1 136
5812	Eating places -----	100	22 032	5 506	1 320	1 050
5813	Drinking places (alcoholic beverages) -----	32	1 916	488	123	86
591	Drug and proprietary stores -----	21	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	145	19 813	1 948	474	303
592	Liquor stores -----	29	8 686	560	133	93
594	Miscellaneous shopping goods stores -----	49	7 268	907	232	141
5992	Florists -----	12	(D)	133	33	22

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Burbank</b>					
	Retail stores <sup>2</sup> -----	843	325 555	43 482	10 540	5 918
52	Building materials, hardware, garden supply, and mobile home dealers -----	32	20 783	2 356	616	345
525	Hardware stores -----	10	1 294	(D)	(D)	(D)
52 ex. 525	Other -----	22	19 469	(D)	(D)	(D)
53	General merchandise group stores -----	17	18 749	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	9	(D)	461	120	70
54	Food stores <sup>4</sup> -----	81	84 673	9 015	2 111	937
541	Grocery stores-----	39	79 332	8 293	1 940	826
55 ex. 554	Automotive dealers -----	60	85 972	8 300	1 965	815
554	Gasoline service stations-----	56	22 584	1 339	347	234
56	Apparel and accessory stores-----	59	8 435	1 110	286	193
561	Men's and boys' clothing and furnishings stores -----	8	(D)	280	73	36
562, 3, 8	Women's clothing and specialty stores and furriers -----	26	2 814	332	85	70
562	Women's ready-to-wear stores -----	21	2 387	(D)	(D)	(D)
565	Family clothing stores -----	7	2 346	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	7	170	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	75	18 789	2 467	581	233
5712	Furniture stores -----	18	3 825	516	127	46
5713, 4, 9	Home furnishings stores -----	26	5 641	790	172	74
572, 3	Household appliance, radio, television, and music stores-----	31	9 323	1 161	282	113
58	Eating and drinking places-----	203	42 260	11 318	2 762	2 322
5812	Eating places -----	163	39 339	10 682	2 583	2 172
5813	Drinking places (alcoholic beverages) -----	40	2 921	636	179	150
591	Drug and proprietary stores -----	28	17 220	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	232	28 110	3 221	741	483
592	Liquor stores -----	31	7 789	631	146	100
594	Miscellaneous shopping goods stores -----	85	13 819	1 916	452	269
5992	Florists-----	12	1 351	233	57	40

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pomona</b>					
	<b>Retail stores<sup>2</sup></b>	823	(D)	42 111	10 042	5 352
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	27	13 465	1 370	342	143
525	Hardware stores	5	(D)	(D)	(D)	(D)
52 ex. 525	Other	22	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	10	(D)	5 489	1 256	753
531	Department stores <sup>3</sup>	5	38 231	5 224	1 189	701
533	Variety stores	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	81	64 953	7 457	1 716	784
541	Grocery stores	34	61 819	6 915	1 599	648
55 ex. 554	<b>Automotive dealers</b>	62	118 348	11 020	2 739	726
554	<b>Gasoline service stations</b>	52	(D)	1 284	285	212
56	<b>Apparel and accessory stores</b>	27	7 181	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores	4	2 441	370	96	59
562, 3, 8	Women's clothing and specialty stores and furriers	10	(D)	63	28	27
562	Women's ready-to-wear stores	7	(D)	63	28	27
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	6	2 242	386	93	38
564, 9	Other apparel and accessory stores	5	(D)	45	13	6
57	<b>Furniture, home furnishings, and equipment stores</b>	58	14 925	1 924	455	210
5712	Furniture stores	16	5 230	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	17	2 745	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	25	6 950	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	169	29 527	7 661	1 725	1 711
5812	Eating places	141	27 792	7 326	1 640	1 628
5813	Drinking places (alcoholic beverages)	28	1 735	335	65	63
591	<b>Drug and proprietary stores</b>	15	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	142	(D)	3 062	779	467
592	Liquor stores	25	6 605	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	42	8 129	1 083	321	186
5992	Florists	6	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>El Monte</b>					
	Retail stores <sup>2</sup> -----	541	276 055	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	22	11 868	1 593	338	161
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	17	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	9	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	75	45 499	(D)	(D)	(D)
541	Grocery stores-----	30	40 183	3 990	998	392
55 ex. 554	Automotive dealers -----	60	104 390	9 246	2 124	660
554	Gasoline service stations-----	47	21 601	1 248	319	176
56	Apparel and accessory stores-----	28	11 461	1 525	365	231
561	Men's and boys' clothing and furnishings stores -----	5	4 047	585	150	69
562, 3, 8	Women's clothing and specialty stores and fumiers -----	11	(D)	500	115	102
562	Women's ready-to-wear stores -----	11	(D)	500	115	102
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	35	-	-	-
57	Furniture, home furnishings, and equipment stores-----	40	8 217	845	204	103
5712	Furniture stores -----	12	3 143	320	80	39
5713, 4, 9	Home furnishings stores -----	18	2 643	212	47	25
572, 3	Household appliance, radio, television, and music stores -----	10	2 431	313	77	39
58	Eating and drinking places-----	134	22 043	(D)	(D)	(D)
5812	Eating places -----	99	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	35	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	13	(D)	1 412	383	173
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	113	15 437	(D)	(D)	(D)
592	Liquor stores -----	23	(D)	357	85	77
594	Miscellaneous shopping goods stores-----	30	3 868	620	168	75
5992	Florists -----	11	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities In the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Alhambra</b>					
	Retail stores <sup>2</sup> -----	471	273 098	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	18	5 128	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	14	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	31 659	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	4	30 824	4 194	842	873
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	59	44 808	5 248	1 257	517
541	Grocery stores-----	25	41 414	4 876	1 110	402
55 ex. 554	Automotive dealers -----	45	104 406	10 224	2 555	760
554	Gasoline service stations-----	43	18 132	1 000	252	178
58	Apparel and accessory stores-----	37	11 536	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	7	2 635	332	87	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	2 322	319	97	77
562	Women's ready-to-wear stores -----	12	2 126	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 583	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	35	14 580	(D)	(D)	(D)
5712	Furniture stores -----	12	3 463	481	110	55
5713, 4, 9	Home furnishings stores -----	9	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	14	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	101	19 967	5 114	1 261	1 239
5812	Eating places -----	90	19 233	4 947	1 220	1 206
5813	Drinking places (alcoholic beverages) -----	11	734	(D)	(D)	(D)
591	Drug and proprietary stores -----	17	9 367	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	110	15 517	(D)	(D)	(D)
592	Liquor stores -----	19	4 182	236	65	42
594	Miscellaneous shopping goods stores -----	41	5 750	722	174	113
5992	Florists -----	6	589	(D)	(D)	(D)

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Whittier</b>					
	<b>Retail stores<sup>2</sup></b>					
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	662	385 110	(D)	(D)	(D)
52	19	12 371	1 948	442	220	
52 ex. 525	Hardware stores	6	(D)	244	46	20
52 ex. 525	Other	13	(D)	1 704	396	200
53	<b>General merchandise group stores</b>	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	4	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	64	76 408	7 979	1 877	875
541	Grocery stores	31	70 716	7 233	1 691	727
55 ex. 554	<b>Automotive dealers</b>	55	121 530	12 363	3 180	843
554	<b>Gasoline service stations</b>	47	18 502	893	234	171
56	<b>Apparel and accessory stores</b>	61	17 329	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores	11	(D)	461	108	71
562, 3, 8	Women's clothing and specialty stores and furriers	26	4 143	631	157	151
562	Women's ready-to-wear stores	23	4 086	(D)	(D)	(D)
565	Family clothing stores	7	(D)	926	241	301
566	Shoe stores	14	2 608	414	97	60
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	80	25 732	3 680	860	392
5712	Furniture stores	24	9 865	1 467	355	134
5713, 4, 9	Home furnishings stores	22	6 077	951	223	99
572, 3	Household appliance, radio, television, and music stores	34	9 790	1 262	282	159
58	<b>Eating and drinking places</b>	112	22 382	5 764	1 368	1 411
5812	Eating places	102	(D)	5 622	1 326	1 381
5813	Drinking places (alcoholic beverages)	10	(D)	142	42	30
591	<b>Drug and proprietary stores</b>	20	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	199	31 211	(D)	(D)	(D)
592	Liquor stores	23	8 426	581	141	87
594	Miscellaneous shopping goods stores	84	17 505	2 459	621	430
5992	Florists	12	(D)	253	62	57

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Compton</b>					
	Retail stores <sup>2</sup> -----	324	(D)	23 696	5 755	2 804
52	Building materials, hardware, garden supply, and mobile home dealers -----	11	2 493	(D)	(D)	(D)
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	-	-	-
54	Food stores <sup>4</sup> -----	44	43 061	4 649	1 206	476
541	Grocery stores -----	28	40 641	4 499	1 120	395
55 ex. 554	Automotive dealers -----	29	36 663	(D)	(D)	(D)
554	Gasoline service stations -----	29	12 884	692	185	97
56	Apparel and accessory stores -----	23	3 561	491	104	61
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	6	1 546	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6	1 546	(D)	(D)	(D)
565	Family clothing stores -----	4	52	(D)	(D)	(D)
566	Shoe stores -----	8	1 495	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	25	(D)	(D)	(D)	(D)
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	11	4 332	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	73	(D)	(D)	(D)	(D)
5812	Eating places -----	61	7 865	1 724	420	398
5813	Drinking places (alcoholic beverages) -----	12	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	11	9 622	1 360	407	165
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	70	(D)	1 706	364	270
592	Liquor stores -----	27	10 064	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	1 129	156	39	22
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Downey</b>					
	Retail stores <sup>2</sup> -----	737	496 747	59 492	14 059	7 073
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	20 646	2 958	665	307
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	21	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	11	81 085	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	56 440	6 370	1 478	1 018
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	96	75 782	7 890	1 921	882
541	Grocery stores -----	47	69 091	8 997	1 681	700
55 ex. 554	Automotive dealers -----	57	207 104	20 814	4 810	1 253
554	Gasoline service stations -----	47	(D)	1 133	287	199
56	Apparel and accessory stores -----	57	15 318	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	10	5 604	798	184	109
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	5 385	631	171	143
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	237	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	456	99	60
564, 9	Other apparel and accessory stores -----	8	(D)	163	32	24
57	Furniture, home furnishings, and equipment stores -----	66	19 934	2 992	874	280
5712	Furniture stores -----	18	(D)	1 162	272	106
5713, 4, 9	Home furnishings stores -----	22	(D)	609	120	47
572, 3	Household appliance, radio, television, and music stores -----	28	9 177	1 221	282	127
58	Eating and drinking places -----	172	38 414	10 189	2 455	2 021
5812	Eating places -----	141	35 442	9 550	2 304	1 903
5813	Drinking places (alcoholic beverages) -----	31	2 972	619	151	118
591	Drug and proprietary stores -----	15	(D)	1 829	407	169
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	191	27 234	2 995	765	486
592	Liquor stores -----	30	6 181	549	130	101
594	Miscellaneous shopping goods stores -----	77	15 600	1 781	472	279
5992	Florists -----	7	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see Introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Bellflower</b>					
	Retail stores <sup>2</sup> -----	488	216 262	28 755	6 311	3 296
52	Building materials, hardware, garden supply, and mobile home dealers -----	18	9 817	1 163	252	133
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	13	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	-	-	-
54	Food stores <sup>4</sup> -----	46	38 913	4 775	1 188	514
541	Grocery stores-----	23	(D)	4 289	1 076	424
55 ex. 554	Automotive dealers -----	63	68 553	6 972	1 556	510
554	Gasoline service stations-----	30	12 059	(D)	(D)	(D)
56	Apparel and accessory stores-----	21	4 327	704	167	121
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	(D)	294	71	51
562	Women's ready-to-wear stores -----	11	(D)	294	71	51
565	Family clothing stores -----	3	1 896	238	57	44
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	-	-	-
57	Furniture, home furnishings, and equipment stores-----	51	(D)	(D)	(D)	(D)
5712	Furniture stores -----	18	(D)	897	234	83
5713, 4, 9	Home furnishings stores -----	18	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	15	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	118	(D)	(D)	(D)	(D)
5812	Eating places -----	81	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	35	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	13	6 007	1 173	320	134
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	125	13 960	1 883	455	273
592	Liquor stores -----	24	(D)	428	106	81
594	Miscellaneous shopping goods stores -----	37	3 934	641	151	88
5992	Florists -----	7	(D)	119	29	21

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Torrance</b>					
	Retail stores <sup>2</sup> -----	1 272	874 453	108 302	25 318	14 485
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	(D)	3 502	772	383
525	Hardware stores -----	13	3 595	(D)	(D)	(D)
52 ex. 525	Other -----	33	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	23	200 578	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	9	188 035	24 214	5 376	3 273
533	Variety stores-----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	7	(D)	595	100	53
54	Food stores <sup>4</sup> -----	115	148 975	18 580	3 911	1 793
541	Grocery stores-----	54	139 631	14 950	3 499	1 474
55 ex. 554	Automotive dealers -----	79	198 826	20 981	4 918	1 370
554	Gasoline service stations-----	97	35 814	2 139	560	406
56	Apparel and accessory stores-----	173	58 306	7 636	1 873	1 228
561	Men's and boys' clothing and furnishings stores -----	26	(D)	1 191	272	173
562, 3, 8	Women's clothing and specialty stores and furriers -----	77	27 782	3 548	898	620
562	Women's ready-to-wear stores -----	70	28 327	3 414	864	592
565	Family clothing stores -----	18	10 668	1 451	358	217
566	Shoe stores -----	32	(D)	1 171	272	160
564, 9	Other apparel and accessory stores -----	20	2 858	275	73	58
57	Furniture, home furnishings, and equipment stores-----	112	53 091	5 685	1 297	609
5712	Furniture stores -----	29	13 804	1 683	370	162
5713, 4, 9	Home furnishings stores -----	37	10 197	1 251	284	168
572, 3	Household appliance, radio, television, and music stores -----	46	29 090	2 751	643	279
58	Eating and drinking places-----	252	61 456	15 805	3 751	3 542
5812	Eating places -----	219	58 693	15 304	3 619	3 433
5813	Drinking places (alcoholic beverages) -----	33	2 763	501	132	109
591	Drug and proprietary stores -----	33	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	342	61 553	8 862	1 663	1 209
592	Liquor stores -----	41	12 137	782	187	144
594	Miscellaneous shopping goods stores -----	159	35 642	4 034	1 020	675
5992	Florists -----	20	2 257	488	63	76

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see Introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Monica</b>					
	Retail stores <sup>2</sup> -----	1 068	499 176	71 561	17 259	6 902
52	Building materials, hardware, garden supply, and mobile home dealers -----	25	13 900	(D)	(D)	(D)
525	Hardware stores -----	5	1 321	(D)	(D)	(D)
52 ex. 525	Other -----	20	12 579	(D)	(D)	(D)
53	General merchandise group stores -----	18	43 110	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	35 890	6 225	1 464	858
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	9	(D)	371	90	54
54	Food stores <sup>4</sup> -----	69	72 033	7 800	1 627	864
541	Grocery stores -----	41	64 447	6 290	1 501	646
55 ex. 554	Automotive dealers -----	70	145 320	17 612	4 351	1 076
554	Gasoline service stations -----	45	(D)	1 113	285	177
56	Apparel and accessory stores -----	115	30 177	4 466	1 072	655
561	Men's and boys' clothing and furnishings stores -----	15	(D)	(D)	(D)	(D)
562, 3, 6	Women's clothing and specialty stores and furriers -----	46	13 266	1 889	466	267
562	Women's ready-to-wear stores -----	42	12 636	(D)	(D)	(D)
565	Family clothing stores -----	17	3 350	465	98	90
566	Shoe stores -----	21	5 502	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	16	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	90	35 451	4 811	1 198	510
5712	Furniture stores -----	26	10 188	1 617	371	135
5713, 4, 9	Home furnishings stores -----	29	8 057	1 272	357	156
572, 3	Household appliance, radio, television, and music stores -----	35	17 206	1 922	470	217
58	Eating and drinking places -----	244	80 532	16 544	3 915	2 993
5812	Eating places -----	200	54 962	15 165	3 566	2 743
5813	Drinking places (alcoholic beverages) -----	44	5 570	1 359	329	250
591	Drug and proprietary stores -----	39	(D)	2 773	845	343
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	355	55 473	7 335	1 789	1 019
592	Liquor stores -----	35	13 091	1 260	295	165
594	Miscellaneous shopping goods stores -----	141	26 727	3 696	933	539
5992	Florists -----	16	1 318	155	36	27

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Los Angeles-Long Beach, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	57 681	25 384 685	3 237 060	774 675	439 686
52	Building materials, hardware, garden supply, and mobile home dealers -----	2 000	956 749	119 470	27 698	12 855
525	Hardware stores -----	509	180 664	25 269	6 171	3 224
52 ex. 525	Other -----	1 491	776 085	94 201	21 527	9 431
53	General merchandise group stores-----	889	3 405 080	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	217	3 131 223	412 381	92 718	58 954
533	Variety stores-----	287	127 470	20 612	5 156	4 408
539	Miscellaneous general merchandise stores-----	405	146 387	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8 283	5 486 237	583 689	138 425	62 769
541	Grocery stores-----	3 268	5 004 208	515 565	122 019	51 323
55 ex. 554	Automotive dealers -----	3 564	5 186 377	530 744	128 238	37 397
554	Gasoline service stations-----	4 370	1 785 718	108 210	26 951	18 361
56	Apparel and accessory stores-----	5 637	1 377 145	191 934	45 577	29 424
561	Men's and boys' clothing and furnishings stores -----	858	292 596	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	2 310	541 715	73 662	17 799	12 837
562	Women's ready-to-wear stores -----	1 919	500 212	68 785	16 593	12 030
565	Family clothing stores -----	764	232 727	29 773	7 254	4 895
566	Shoe stores -----	1 017	237 154	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	688	72 953	10 101	2 339	1 644
57	Furniture, home furnishings, and equipment stores-----	4 858	1 423 253	179 338	42 271	18 378
5712	Furniture stores -----	1 381	531 420	74 880	17 527	6 966
5713, 4, 9	Home furnishings stores -----	1 626	300 198	38 558	8 966	4 387
572, 3	Household appliance, radio, television, and music stores -----	1 851	591 635	65 900	15 778	7 025
58	Eating and drinking places-----	12 900	2 851 024	688 068	166 976	140 872
5812	Eating places -----	10 324	2 439 745	639 530	154 533	130 398
5813	Drinking places (alcoholic beverages) -----	2 576	217 279	48 538	12 443	10 474
591	Drug and proprietary stores-----	1 430	918 557	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	15 770	2 214 545	250 947	60 799	38 235
592	Liquor stores -----	2 145	668 057	51 204	12 522	8 602
594	Miscellaneous shopping goods stores -----	6 157	983 937	125 845	30 617	18 707
5992	Florists -----	786	76 328	14 808	3 405	2 477

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Los Angeles</b>					
	Retail stores <sup>2</sup> -----	1 152	370 587	75 478	18 217	12 783
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	7	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	27	127 805	34 037	8 330	5 328
531	Department stores <sup>3</sup> -----	5	110 490	31 336	7 713	4 738
533	Variety stores -----	5	13 304	2 059	480	476
539	Miscellaneous general merchandise stores -----	17	3 811	642	137	114
54	Food stores -----	68	18 938	2 082	497	325
55 ex. 554	Automotive dealers -----	8	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	20	2 920	457	125	83
58	Apparel and accessory stores -----	249	75 543	11 279	2 641	1 844
561	Men's and boys' clothing and furnishings stores -----	63	27 973	4 387	1 058	568
562, 3, 8	Women's clothing and specialty stores and furriers -----	101	28 024	4 008	902	740
562	Women's ready-to-wear stores -----	75	25 706	3 629	806	675
565	Family clothing stores -----	17	5 290	538	123	113
566	Shoe stores -----	45	12 878	2 113	499	365
564, 9	Other apparel and accessory stores -----	23	1 378	233	59	58
57	Furniture, home furnishings, and equipment stores -----	57	28 864	4 122	950	512
5712	Furniture stores -----	14	17 781	2 608	602	314
5713, 4, 9	Home furnishings stores -----	7	945	138	29	20
572, 3	Household appliance, radio, television, and music stores -----	36	10 138	1 376	319	178
58	Eating and drinking places -----	351	48 458	13 413	3 315	3 122
5812	Eating places -----	290	40 809	11 733	2 894	2 754
5813	Drinking places (alcoholic beverages) -----	61	5 647	1 680	421	368
591	Drug and proprietary stores -----	27	10 191	1 394	334	237
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	339	58 926	8 179	1 900	1 251
592	Liquor stores -----	24	6 458	531	127	87
594	Miscellaneous shopping goods stores -----	202	38 463	5 618	1 343	865
5992	Florists -----	13	1 263	263	65	55

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Long Beach</b>					
	<b>Retail stores<sup>2</sup></b>	313	92 795	15 861	3 804	3 182
52	Building materials, hardware, garden supply, and mobile home dealers	1	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	11	37 507	8 058	1 443	1 238
531	Department stores <sup>3</sup>	4	34 673	5 528	1 315	1 112
533	Variety stores	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	17	8 309	847	209	114
55 ex. 554	<b>Automotive dealers</b>	8	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	10	1 993	255	82	37
58	<b>Apparel and accessory stores</b>	42	6 470	1 045	258	225
561	Men's and boys' clothing and furnishings stores	6	1 913	282	67	47
562, 3, 8	Women's clothing and specialty stores and furriers	15	2 476	376	97	94
562	Women's ready-to-wear stores	12	2 237	339	87	82
565	Family clothing stores	3	(D)	(D)	(D)	(D)
566	Shoe stores	12	1 639	290	70	57
564, 9	Other apparel and accessory stores	6	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	18	4 934	527	158	93
5712	Furniture stores	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	10	2 239	215	76	54
58	<b>Eating and drinking places</b>	109	11 049	3 374	794	827
5812	Eating places	72	7 493	2 173	494	552
5813	Drinking places (alcoholic beverages)	37	3 556	1 201	300	275
591	<b>Drug and proprietary stores</b>	9	9 806	1 492	359	227
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>4</sup></b>	88	10 659	1 920	445	368
592	Liquor stores	10	3 331	329	67	59
594	Miscellaneous shopping goods stores	38	4 143	852	214	169
5992	Florists	6	280	51	13	8

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Glendale</b>					
	<b>Retail stores<sup>2</sup></b>	358	132 348	19 390	4 880	3 451
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	8	(D)	(D)	(D)	(D)
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	6	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	6	38 477	5 284	1 252	978
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	28	18 585	1 970	503	303
55 ex. 554	<b>Automotive dealers</b>	22	18 087	1 927	513	216
554	<b>Gasoline service stations</b>	34	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	57	11 840	2 028	428	365
561	Men's and boys' clothing and furnishings stores	12	4 108	620	124	92
562, 3, 8	Women's clothing and specialty stores and furriers	25	4 288	849	170	166
562	Women's ready-to-wear stores	23	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	13	2 253	382	93	82
564, 9	Other apparel and accessory stores	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	37	10 056	1 494	356	224
5712	Furniture stores	11	4 460	644	150	78
5713, 4, 9	Home furnishings stores	12	2 268	344	82	64
572, 3	Household appliance, radio, television, and music stores	14	3 328	506	124	82
58	<b>Eating and drinking places</b>	65	10 612	2 892	715	834
5812	Eating places	52	9 716	2 732	669	601
5813	Drinking places (alcoholic beverages)	13	896	160	46	33
591	<b>Drug and proprietary stores</b>	16	6 333	1 012	234	178
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	85	10 614	1 862	438	354
592	Liquor stores	4	751	35	5	6
594	Miscellaneous shopping goods stores	47	7 415	1 301	315	259
5992	Florists	3	380	71	18	15

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Pasadena</b>					
	<b>Retail stores<sup>2</sup> -----</b>	243	120 202	20 658	4 907	3 753
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	8	1 582	264	69	41
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	10	51 812	7 752	1 826	1 419
531	<b>Department stores<sup>3</sup> -----</b>	4	50 377	7 520	1 768	1 358
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	12	8 118	1 073	262	157
55 ex. 554	<b>Automotive dealers -----</b>	9	4 742	688	158	58
554	<b>Gasoline service stations -----</b>	17	2 418	273	71	75
56	<b>Apparel and accessory stores -----</b>	39	14 187	2 429	631	489
561	Men's and boys' clothing and furnishings stores -----	5	2 800	501	129	101
562, 3, 8	Women's clothing and specialty stores and fumers -----	16	7 032	1 343	357	262
562	Women's ready-to-wear stores -----	13	8 924	1 327	352	256
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	1 107	180	46	32
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	23	8 367	1 879	391	221
5712	Furniture stores -----	7	5 442	1 235	286	148
5713, 4, 9	Home furnishings stores -----	5	1 262	269	65	47
572, 3	Household appliance, radio, television, and music stores -----	11	1 663	175	40	26
58	<b>Eating and drinking places -----</b>	48	10 835	3 531	796	772
5812	Eating places -----	39	10 362	3 438	765	735
5813	Drinking places (alcoholic beverages) -----	7	473	93	31	37
591	<b>Drug and proprietary stores -----</b>	9	3 040	485	124	73
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	70	15 101	2 482	579	448
592	Liquor stores -----	3	897	82	12	9
594	Miscellaneous shopping goods stores -----	29	8 351	1 346	338	260
5992	Florists -----	3	319	64	20	20

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes date not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Los Angeles</b>			
	Retail stores <sup>3</sup> -----	43.4	49.5	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	74.3	76.9
525	Hardware stores -----	(D)	43.5	38.6
52 ex. 525	Other -----	(D)	85.5	89.1
53	General merchandise group stores -----	10.5	27.3	37.1
531	Department stores <sup>4</sup> -----	8.2	28.8	41.7
533	Variety stores -----	18.6	-16.2	-16.6
539	Miscellaneous general merchandise stores -----	47.9	60.5	22.1
54	Food stores <sup>5</sup> -----	6.5	48.3	50.6
541	Grocery stores -----	(NA)	50.6	52.7
55 ex. 554	Automotive dealers -----	(D)	50.8	52.1
554	Gasoline service stations -----	168.4	65.1	57.8
56	Apparel and accessory stores -----	54.7	36.4	40.3
561	Men's and boys' clothing and furnishings stores -----	23.5	9.3	15.2
562, 3, 8	Women's clothing and specialty stores and fitters -----	44.2	23.7	31.1
562	Women's ready-to-wear stores -----	39.4	30.4	35.6
565	Family clothing stores -----	(NC)	(NC)	107.7
566	Shoe stores -----	39.0	31.0	43.4
564, 9	Other apparel and accessory stores -----	(NC)	106.9	98.9
57	Furniture, home furnishings, and equipment stores -----	77.8	80.1	66.2
5712	Furniture stores -----	64.4	43.1	32.3
5713, 4, 9	Home furnishings stores -----	(NC)	81.0	97.8
572, 3	Household appliance, radio, television, and music stores -----	85.9	135.2	95.4
58	Eating and drinking places -----	43.8	58.9	58.5
5812	Eating places -----	48.7	66.9	67.7
5813	Drinking places (alcoholic beverages) -----	8.1	-1.9	-1.7
591	Drug and proprietary stores -----	20.7	34.3	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	89.4	53.1	59.7
592	Liquor stores -----	11.6	14.6	23.3
594	Miscellaneous shopping goods stores -----	118.4	81.0	81.3
5992	Florists -----	67.3	81.3	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Long Beach</b>			
	Retail stores <sup>3</sup> -----	-	48.5	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	53.4	43.0	76.9
525	Hardware stores -----	53.4	69.4	38.6
52 ex. 525	Other -----	-	38.9	89.1
53	General merchandise group stores -----	-23.8	24.0	37.1
531	Department stores <sup>4</sup> -----	(D)	33.3	41.7
533	Variety stores-----	6.5	(D)	-16.6
539	Miscellaneous general merchandise stores-----	-75.3	(D)	22.1
54	Food stores <sup>5</sup> -----	43.4	40.9	50.6
541	Grocery stores-----	(NA)	41.9	52.7
55 ex. 554	Automotive dealers -----	(D)	105.9	52.1
554	Gasoline service stations-----	-2.1	36.8	57.8
56	Apparel and accessory stores-----	11.2	10.2	40.3
561	Men's and boys' clothing and furnishings stores -----	-55.3	(D)	15.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	-23.2	19.1	31.1
562	Women's ready-to-wear stores -----	-15.0	22.9	35.6
565	Family clothing stores -----	(D)	40.9	107.7
566	Shoe stores -----	-39.0	11.5	43.4
564, 9	Other apparel and accessory stores -----	(D)	(D)	98.9
57	Furniture, home furnishings, and equipment stores-----	-29.4	36.0	66.2
5712	Furniture stores -----	-19.9	7.0	32.3
5713, 4, 9	Home furnishings stores -----	-80.6	127.2	97.8
572, 3	Household appliance, radio, television, and music stores -----	-8.6	32.2	95.4
58	Eating and drinking places-----	50.6	36.9	58.5
5812	Eating places -----	79.0	47.7	67.7
5813	Drinking places (alcoholic beverages) -----	-9.2	-11.0	-1.7
591	Drug and proprietary stores -----	-21.1	22.8	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(D)	41.3	59.7
592	Liquor stores -----	-44.0	11.1	23.3
594	Miscellaneous shopping goods stores -----	19.3	58.1	81.3
5992	Florists -----	28.9	120.9	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Glendale</b>			
	Retail stores <sup>3</sup> -----	44.4	81.1	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	88.1	78.9
525	Hardware stores -----	(D)	49.8	38.6
52 ex. 525	Other -----	(D)	109.7	89.1
53	General merchandise group stores -----	93.3	91.1	37.1
531	Department stores <sup>4</sup> -----	95.8	104.5	41.7
533	Variety stores -----	-37.7	-56.2	-16.6
539	Miscellaneous general merchandise stores -----	221.4	-8.1	22.1
54	Food stores <sup>5</sup> -----	-19.9	66.7	50.6
541	Grocery stores -----	(NA)	86.2	52.7
55 ex. 554	Automotive dealers -----	38.0	35.5	52.1
554	Gasoline service stations -----	(D)	74.8	57.8
56	Apparel and accessory stores -----	47.9	111.0	40.3
561	Men's and boys' clothing and furnishings stores -----	-6.5	(D)	15.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	-1.7	(D)	31.1
562	Women's ready-to-wear stores -----	-7.9	131.6	35.6
565	Family clothing stores -----	(D)	(D)	107.7
566	Shoe stores -----	7.3	113.3	43.4
564, 9	Other apparel and accessory stores -----	(D)	80.1	98.9
57	Furniture, home furnishings, and equipment stores -----	51.3	81.8	66.2
5712	Furniture stores -----	44.2	48.6	32.3
5713, 4, 9	Home furnishings stores -----	62.2	(D)	97.8
572, 3	Household appliance, radio, television, and music stores -----	53.5	(D)	95.4
58	Eating and drinking places -----	60.9	53.9	58.5
5812	Eating places -----	59.7	56.3	67.7
5813	Drinking places (alcoholic beverages) -----	74.3	33.7	-1.7
591	Drug and proprietary stores -----	-2.7	(D)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	29.3	(D)	59.7
592	Liquor stores -----	47.8	39.6	23.3
594	Miscellaneous shopping goods stores -----	30.1	83.9	81.3
5992	Florists -----	(D)	52.3	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Pasadena</b>			
	<b>Retail stores<sup>3</sup></b>	<b>16.5</b>	<b>43.9</b>	<b>51.4</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	<b>226.2</b>	<b>111.4</b>	<b>76.9</b>
525	Hardware stores	24.6	(D)	38.6
52 ex. 525	Other	295.8	131.9	89.1
53	<b>General merchandise group stores</b>	<b>-12.7</b>	<b>20.9</b>	<b>37.1</b>
531	Department stores <sup>4</sup>	(D)	20.7	41.7
533	Variety stores	21.4	(D)	-16.6
539	Miscellaneous general merchandise stores	89.3	(D)	22.1
54	<b>Food stores<sup>5</sup></b>	<b>88.2</b>	<b>47.4</b>	<b>50.6</b>
541	Grocery stores	(NA)	46.5	52.7
55 ex. 554	<b>Automotive dealers</b>	(D)	<b>80.4</b>	<b>52.1</b>
554	<b>Gasoline service stations</b>	<b>61.4</b>	<b>107.8</b>	<b>57.8</b>
56	<b>Apparel and accessory stores</b>	<b>-38.3</b>	<b>-27.6</b>	<b>40.3</b>
561	Men's and boys' clothing and furnishings stores	(D)	(D)	15.2
562, 3, 8	Women's clothing and specialty stores and furriers	-4.4	-17.4	31.1
562	Women's ready-to-wear stores	(D)	-15.7	35.6
565	Family clothing stores	-69.9	-10.4	107.7
566	Shoe stores	-56.4	(D)	43.4
564, 9	Other apparel and accessory stores	-84.1	(D)	98.9
57	<b>Furniture, home furnishings, and equipment stores</b>	<b>13.1</b>	<b>41.0</b>	<b>66.2</b>
5712	Furniture stores	8.0	39.3	32.3
5713, 4, 9	Home furnishings stores	0.1	60.2	97.8
572, 3	Household appliance, radio, television, and music stores	39.8	33.0	95.4
58	<b>Eating and drinking places</b>	<b>43.2</b>	<b>63.0</b>	<b>58.5</b>
5812	Eating places	42.1	72.0	67.7
5813	Drinking places (alcoholic beverages)	65.8	-28.4	-1.7
591	<b>Drug and proprietary stores</b>	<b>23.0</b>	<b>61.2</b>	<b>35.3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b>	(D)	<b>25.1</b>	<b>59.7</b>
592	Liquor stores	-18.4	(D)	23.3
594	Miscellaneous shopping goods stores	40.1	44.5	81.3
5992	Florists	(NC)	28.9	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Inglewood</b>			
	Retail stores <sup>3</sup> -----	(NA)	30.7	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	55.0	78.9
525	Hardware stores -----	(NA)	(D)	38.6
52 ex. 525	Other -----	(NA)	(D)	89.1
53	General merchandise group stores -----	(NA)	(D)	37.1
531	Department stores <sup>4</sup> -----	(NA)	(D)	41.7
533	Variety stores-----	(NA)	(D)	-16.6
539	Miscellaneous general merchandise stores-----	(NA)	(D)	22.1
54	Food stores <sup>5</sup> -----	(NA)	101.3	50.8
541	Grocery stores-----	(NA)	104.5	52.7
55 ex. 554	Automotive dealers -----	(NA)	48.5	52.1
554	Gasoline service stations-----	(NA)	40.7	57.8
56	Apparel and accessory stores-----	(NA)	-10.8	40.3
561	Men's and boys' clothing and furnishings stores-----	(NA)	-36.1	15.2
562, 3, 8	Women's clothing and specialty stores and furriers-----	(NA)	0.1	31.1
562	Women's ready-to-wear stores-----	(NA)	-0.6	35.6
565	Family clothing stores-----	(NA)	-18.7	107.7
566	Shoe stores-----	(NA)	5.4	43.4
564, 9	Other apparel and accessory stores-----	(NA)	-23.5	98.9
57	Furniture, home furnishings, and equipment stores-----	(NA)	-7.1	88.2
5712	Furniture stores-----	(NA)	(D)	32.3
5713, 4, 9	Home furnishings stores-----	(NA)	-8.6	97.8
572, 3	Household appliance, radio, television, and music stores-----	(NA)	-10.1	95.4
58	Eating and drinking places-----	(NA)	3.4	58.5
5812	Eating places-----	(NA)	8.6	67.7
5813	Drinking places (alcoholic beverages)-----	(NA)	-33.3	-1.7
591	Drug and proprietary stores-----	(NA)	29.3	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	59.7
592	Liquor stores-----	(NA)	17.7	23.3
594	Miscellaneous shopping goods stores-----	(NA)	-11.1	81.3
5992	Florists-----	(NA)	(D)	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Burbank</b>			
	Retail stores <sup>3</sup> -----	(NA)	24.3	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	104.7	78.9
525	Hardware stores -----	(NA)	(NC)	38.6
52 ex. 525	Other -----	(NA)	(D)	89.1
53	General merchandise group stores -----	(NA)	(D)	37.1
531	Department stores <sup>4</sup> -----	(NA)	(D)	41.7
533	Variety stores -----	(NA)	(D)	-16.6
539	Miscellaneous general merchandise stores -----	(NA)	105.8	22.1
54	Food stores <sup>5</sup> -----	(NA)	18.7	50.8
541	Grocery stores -----	(NA)	34.3	52.7
55 ex. 554	Automotive dealers -----	(NA)	-1.0	52.1
554	Gasoline service stations -----	(NA)	9.5	57.8
56	Apparel and accessory stores -----	(NA)	1.8	40.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	(D)	15.2
562, 3, 8	Women's clothing and specialty stores and fumers -----	(NA)	-6.6	31.1
562	Women's ready-to-wear stores -----	(NA)	-13.1	35.6
565	Family clothing stores -----	(NA)	(D)	107.7
566	Shoe stores -----	(NA)	(D)	43.4
564, 9	Other apparel and accessory stores -----	(NA)	(D)	98.9
57	Furniture, home furnishings, and equipment stores -----	(NA)	100.1	66.2
5712	Furniture stores -----	(NA)	(D)	32.3
5713, 4, 9	Home furnishings stores -----	(NA)	117.0	97.8
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	95.4
58	Eating and drinking places -----	(NA)	52.2	58.5
5812	Eating places -----	(NA)	59.3	67.7
5813	Drinking places (alcoholic beverages) -----	(NA)	-4.9	-1.7
591	Drug and proprietary stores -----	(NA)	(D)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	81.4	59.7
592	Liquor stores -----	(NA)	57.3	23.3
594	Miscellaneous shopping goods stores -----	(NA)	52.4	81.3
5992	Florists -----	(NA)	96.7	63.5

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Pomona</b>			
	Retail stores <sup>3</sup> -----	(NA)	(D)	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	76.9
525	Hardware stores -----	(NA)	(D)	38.6
52 ex. 525	Other -----	(NA)	(D)	89.1
53	General merchandise group stores -----	(NA)	14.4	37.1
531	Department stores <sup>4</sup> -----	(NA)	16.2	41.7
533	Variety stores -----	(NA)	(D)	-18.8
539	Miscellaneous general merchandise stores -----	(NA)	-40.3	22.1
54	Food stores <sup>5</sup> -----	(NA)	38.9	50.6
541	Grocery stores -----	(NA)	40.1	52.7
55 ex. 554	Automotive dealers -----	(NA)	91.3	52.1
554	Gasoline service stations -----	(NA)	(D)	57.6
56	Apparel and accessory stores -----	(NA)	(D)	40.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	-26.9	15.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	-66.4	31.1
562	Women's ready-to-wear stores -----	(NA)	(D)	35.6
565	Family clothing stores -----	(NA)	-13.7	107.7
566	Shoe stores -----	(NA)	(D)	43.4
564, 9	Other apparel and accessory stores -----	(NA)	(D)	98.9
57	Furniture, home furnishings, and equipment stores -----	(NA)	67.5	66.2
5712	Furniture stores -----	(NA)	39.5	32.3
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	97.8
572, 3	Household appliance, radio, television, and music stores -----	(NA)	81.0	95.4
58	Eating and drinking places -----	(NA)	56.5	58.5
5812	Eating places -----	(NA)	70.2	67.7
5813	Drinking places (alcoholic beverages) -----	(NA)	-24.6	-1.7
591	Drug and proprietary stores -----	(NA)	(D)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	59.7
592	Liquor stores -----	(NA)	(D)	23.3
594	Miscellaneous shopping goods stores -----	(NA)	60.0	81.3
5992	Florists -----	(NA)	(D)	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Alhambra</b>			
	Retail stores <sup>3</sup> -----	(NA)	(NA)	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(NA)	76.9
525 52 ex. 525	Hardware stores -----	(NA)	(NA)	36.6
	Other -----	(NA)	(NA)	69.1
53	General merchandise group stores -----	(NA)	(NA)	37.1
531	Department stores <sup>4</sup> -----	(NA)	(NA)	41.7
533	Variety stores -----	(NA)	(NA)	-16.6
539	Miscellaneous general merchandise stores -----	(NA)	(NA)	22.1
54	Food stores <sup>5</sup> -----	(NA)	(NA)	50.6
541	Grocery stores -----	(NA)	(NA)	52.7
55 ex. 554	Automotive dealers -----	(NA)	(NA)	52.1
554	Gasoline service stations -----	(NA)	(NA)	57.8
56	Apparel and accessory stores -----	(NA)	(NA)	40.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	(NA)	15.2
562, 3, 6	Women's clothing and specialty stores and furriers -----	(NA)	(NA)	31.1
562	Women's ready-to-wear stores -----	(NA)	(NA)	35.6
565	Family clothing stores -----	(NA)	(NA)	107.7
566	Shoe stores -----	(NA)	(NA)	43.4
564, 9	Other apparel and accessory stores -----	(NA)	(NA)	98.9
57	Furniture, home furnishings, and equipment stores -----	(NA)	(NA)	66.2
5712	Furniture stores -----	(NA)	(NA)	32.3
5713, 4, 9	Home furnishings stores -----	(NA)	(NA)	97.6
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(NA)	95.4
58	Eating and drinking places -----	(NA)	(NA)	58.5
5612	Eating places -----	(NA)	(NA)	67.7
5813	Drinking places (alcoholic beverages) -----	(NA)	(NA)	-1.7
591	Drug and proprietary stores -----	(NA)	(NA)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(NA)	59.7
592	Liquor stores -----	(NA)	(NA)	23.3
594	Miscellaneous shopping goods stores -----	(NA)	(NA)	61.3
5992	Florists -----	(NA)	(NA)	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Downey</b>			
	<b>Retail stores<sup>3</sup></b>			
52	Building materials, hardware, garden supply, and mobile home dealers	(NA)	49.3	51.4
525 52 ex. 525	Hardware stores	(NA)	61.4	76.9
	Other	(NA)	(D) 61.3	38.8 89.1
53	General merchandise group stores	(NA)	(D)	37.1
531	Department stores <sup>4</sup>	(NA)	16.2	41.7
533	Variety stores	(NA)	59.8	-18.6
539	Miscellaneous general merchandise stores	(NA)	45.9	22.1
54	Food stores <sup>5</sup>	(NA)	73.6	50.6
541	Grocery stores	(NA)	75.2	52.7
55 ex. 554	Automotive dealers	(NA)	55.7	52.1
554	Gasoline service stations	(NA)	(D)	57.8
56	Apparel and accessory stores	(NA)	1.8	40.3
561 562, 3, 8	Men's and boys' clothing and furnishings stores	(NA)	-8.3	15.2
	Women's clothing and specialty stores and furriers	(NA)	(D)	31.1
562	Women's ready-to-wear stores	(NA)	(D)	35.6
565	Family clothing stores	(NA)	(D)	107.7
566	Shoe stores	(NA)	(D)	43.4
564, 9	Other apparel and accessory stores	(NA)	141.5	98.9
57	Furniture, home furnishings, and equipment stores	(NA)	72.6	66.2
5712 5713, 4, 9 572, 3	Furniture stores	(NA)	(D)	32.3
	Home furnishings stores	(NA)	(D)	97.8
	Household appliance, radio, television, and music stores	(NA)	119.1	95.4
58	Eating and drinking places	(NA)	42.3	58.5
5812 5813	Eating places	(NA)	41.8	67.7
	Drinking places (alcoholic beverages)	(NA)	48.2	-1.7
591	Drug and proprietary stores	(NA)	(D)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	(NA)	(D)	59.7
592	Liquor stores	(NA)	(D)	23.3
594	Miscellaneous shopping goods stores	(NA)	126.7	81.3
5992	Florists	(NA)	-53.4	63.5

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Bellflower</b>			
	Retail stores <sup>3</sup> -----	(NA)	55.5	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	68.5	78.9
525	Hardware stores -----	(NA)	76.1	38.6
52 ex. 525	Other -----	(NA)	65.8	89.1
53	General merchandise group stores -----	(NA)	114.9	37.1
531	Department stores <sup>4</sup> -----	(NA)	(D)	41.7
533	Variety stores -----	(NA)	-49.2	-16.6
539	Miscellaneous general merchandise stores -----	(NA)	-92.9	22.1
54	Food stores <sup>5</sup> -----	(NA)	40.9	50.6
541	Grocery stores -----	(NA)	(D)	52.7
55 ex. 554	Automotive dealers -----	(NA)	49.8	52.1
554	Gasoline service stations -----	(NA)	37.7	57.8
56	Apparel and accessory stores -----	(NA)	27.0	40.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	-39.3	15.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	31.1
562	Women's ready-to-wear stores -----	(NA)	-2.0	35.6
565	Family clothing stores -----	(NA)	(D)	107.7
566	Shoe stores -----	(NA)	(D)	43.4
564, 9	Other apparel and accessory stores -----	(NA)	(D)	98.9
57	Furniture, home furnishings, and equipment stores -----	(NA)	(D)	66.2
5712	Furniture stores -----	(NA)	(D)	32.3
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	97.8
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	95.4
58	Eating and drinking places -----	(NA)	(D)	58.5
5812	Eating places -----	(NA)	(D)	67.7
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	-1.7
591	Drug and proprietary stores -----	(NA)	106.7	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	59.7
592	Liquor stores -----	(NA)	16.7	23.3
594	Miscellaneous shopping goods stores -----	(NA)	22.7	81.3
5992	Florists -----	(NA)	(D)	63.5

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Santa Monica</b>			
	Retail stores <sup>3</sup> -----	(NA)	31.0	51.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	77.8	78.9
525 52 ex. 525	Hardware stores -----	(NA)	-1.1	38.6
	Other -----	(NA)	94.1	89.1
53	General merchandise group stores -----	(NA)	12.0	37.1
531	Department stores <sup>4</sup> -----	(NA)	5.7	41.7
533	Variety stores -----	(NA)	20.8	-16.6
539	Miscellaneous general merchandise stores -----	(NA)	123.8	22.1
54	Food stores <sup>5</sup> -----	(NA)	32.6	50.6
541	Grocery stores -----	(NA)	31.1	52.7
55 ex. 554	Automotive dealers -----	(NA)	7.6	52.1
554	Gasoline service stations -----	(NA)	(D)	57.8
56	Apparel and accessory stores -----	(NA)	15.2	40.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	-3.7	15.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	31.1
562	Women's ready-to-wear stores -----	(NA)	4.5	35.6
565	Family clothing stores -----	(NA)	(D)	107.7
566	Shoe stores -----	(NA)	32.4	43.4
564, 9	Other apparel and accessory stores -----	(NA)	(D)	98.9
57	Furniture, home furnishings, and equipment stores -----	(NA)	54.2	66.2
5712	Furniture stores -----	(NA)	47.2	32.3
5713, 4, 9 572, 3	Home furnishings stores -----	(NA)	125.7	97.6
	Household appliance, radio, television, and music stores -----	(NA)	37.7	95.4
58	Eating and drinking places -----	(NA)	75.7	58.5
5812	Eating places -----	(NA)	85.9	67.7
5813	Drinking places (alcoholic beverages) -----	(NA)	14.1	-1.7
591	Drug and proprietary stores -----	(NA)	(D)	35.3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	62.1	59.7
592	Liquor stores -----	(NA)	31.4	23.3
594	Miscellaneous shopping goods stores -----	(NA)	58.3	81.3
5992	Florists -----	(NA)	(D)	63.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Los Angeles</b>						
	Retail stores <sup>1</sup> -----	5.3	2.1	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	1.2	0.5	0.8	3.5	3.8
525	Hardware stores -----	0.8	0.3	0.1	0.8	0.7
52 ex. 525	Other -----	1.4	0.5	0.7	2.8	3.1
53	General merchandise group stores -----	11.3	4.1	26.5	12.5	13.4
531	Department stores <sup>2</sup> -----	10.6	3.8	22.5	11.3	12.3
533	Variety stores -----	30.8	12.4	3.0	0.5	0.5
539	Miscellaneous general merchandise stores -----	8.6	3.9	1.1	0.7	0.6
54	Food stores <sup>3</sup> -----	0.9	0.4	3.8	21.9	21.8
541	Grocery stores -----	0.4	0.2	1.5	19.8	19.7
55 ex. 554	Automotive dealers -----	0.2	0.1	0.5	17.0	20.4
554	Gasoline service stations -----	1.1	0.4	1.5	7.4	7.0
56	Apparel and accessory stores -----	19.7	8.5	22.0	5.9	5.4
561	Men's and boys' clothing and furnishings stores -----	25.7	11.8	6.5	1.3	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	17.2	7.5	7.6	2.4	2.1
562	Women's ready-to-wear stores -----	16.8	7.2	6.7	2.1	2.0
565	Family clothing stores -----	20.5	8.4	3.7	1.0	0.9
566	Shoe stores -----	19.0	7.5	3.4	0.9	0.9
564, 9	Other apparel and accessory stores -----	13.4	6.1	0.8	0.3	0.3
57	Furniture, home furnishings, and equipment stores -----	8.0	3.6	9.7	6.4	5.6
5712	Furniture stores -----	11.7	5.5	5.5	2.5	2.1
5713, 4, 9	Home furnishings stores -----	2.8	1.1	0.6	1.2	1.2
572, 3	Household appliance, radio, television, and music stores -----	6.9	3.2	3.5	2.7	2.3
58	Eating and drinking places -----	5.7	2.5	12.6	11.8	10.4
5812	Eating places -----	5.6	2.5	11.4	11.0	9.6
5813	Drinking places (alcoholic beverages) -----	7.2	2.8	1.1	0.9	0.9
591	Drug and proprietary stores -----	3.2	1.3	2.3	3.9	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	11.2	4.9	20.3	9.6	8.7
592	Liquor stores -----	2.5	1.1	1.4	2.8	2.6
594	Miscellaneous shopping goods stores -----	19.1	8.5	15.8	4.4	3.9
5992	Florists -----	6.7	2.8	0.4	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		Standard City	metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Long Beach</b>					
	Retail stores <sup>1</sup> -----	7.9	0.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.8	3.8
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.7
52 ex. 525	Other -----	-	-	-	2.2	3.1
53	General merchandise group stores -----	25.1	0.8	30.9	9.7	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	8.9	12.3
533	Variety stores -----	39.9	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	0.8
54	Food stores <sup>3</sup> -----	5.0	0.2	12.8	20.4	21.8
541	Grocery stores -----	(D)	(D)	(D)	19.2	19.7
55 ex. 554	Automotive dealers -----	0.7	-	2.5	28.6	20.4
554	Gasoline service stations -----	2.6	0.1	2.1	8.3	7.0
58	Apparel and accessory stores -----	22.7	0.5	7.8	2.7	5.4
561	Men's and boys' clothing and furnishings stores -----	16.3	0.3	0.9	0.4	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	17.2	0.4	2.0	0.9	2.1
562	Women's ready-to-wear stores -----	18.3	0.4	2.0	0.9	2.0
565	Family clothing stores -----	(D)	(D)	(D)	0.5	0.9
566	Shoe stores -----	14.2	0.4	1.1	0.6	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.3
57	Furniture, home furnishings, and equipment stores -----	4.3	0.2	3.8	6.8	5.6
5712	Furniture stores -----	(D)	(D)	(D)	1.9	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.5	1.2
572, 3	Household appliance, radio, television, and music stores -----	5.2	0.3	2.2	3.4	2.3
58	Eating and drinking places -----	11.9	0.6	17.9	11.8	10.4
5812	Eating places -----	10.9	0.6	14.5	10.4	9.6
5813	Drinking places (alcoholic beverages) -----	19.4	1.5	3.5	1.4	0.9
591	Drug and proprietary stores -----	19.4	0.8	8.3	3.4	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	9.6	8.7
592	Liquor stores -----	5.2	0.3	2.0	3.0	2.6
594	Miscellaneous shopping goods stores -----	9.9	0.5	5.3	4.2	3.9
5992	Florists -----	7.8	0.5	0.4	0.4	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Glendale</b>					
	Retail stores <sup>1</sup> -----	31.2	0.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	4.7	0.1	0.3	2.2	3.6
525	Hardware stores -----	—	—	—	0.7	0.7
52 ex. 525	Other -----	8.8	0.1	0.3	1.5	3.1
53	General merchandise group stores -----	94.2	2.2	36.9	12.9	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	12.5	12.3
533	Variety stores -----	(D)	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores -----	28.7	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	11.5	0.3	7.6	21.2	21.6
541	Grocery stores -----	10.3	0.2	6.2	18.8	19.7
55 ex. 554	Automotive dealers -----	15.4	0.5	13.1	26.4	20.4
554	Gasoline service stations -----	18.7	0.4	3.4	5.7	7.0
56	Apparel and accessory stores -----	39.9	1.3	9.2	7.2	5.4
561	Men's and boys' clothing and furnishings stores -----	(D)	1.3	2.0	(D)	1.2
562, 3, 8	Women's clothing and specialty stores and fitters -----	25.5	0.8	2.2	2.7	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.4	2.0
565	Family clothing stores -----	72.6	2.7	3.3	1.4	0.9
566	Shoe stores -----	31.8	1.0	1.3	1.2	0.9
564, 9	Other apparel and accessory stores -----	(D)	1.0	0.4	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	36.2	1.1	6.0	6.8	5.6
5712	Furniture stores -----	47.1	1.2	3.4	2.2	2.1
5713, 4, 9	Home furnishings stores -----	40.9	1.2	1.9	1.5	1.2
572, 3	Household appliance, radio, television, and music stores -----	26.4	0.9	2.7	3.2	2.3
58	Eating and drinking places -----	36.1	0.6	8.9	7.7	10.4
5812	Eating places -----	36.0	0.6	8.1	7.0	9.6
5813	Drinking places (alcoholic beverages) -----	38.6	0.7	0.8	0.7	0.9
591	Drug and proprietary stores -----	51.4	0.7	3.2	2.0	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	28.1	0.6	7.2	8.0	8.7
592	Liquor stores -----	9.2	0.2	0.6	2.0	2.6
594	Miscellaneous shopping goods stores -----	36.7	1.0	5.0	4.3	3.9
5992	Florists -----	(D)	(D)	(D)	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Pasadena</b>					
	Retail stores <sup>1</sup> -----	22.8	0.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	27.4	0.5	3.7	3.0	3.8
525 52 ex. 525	Hardware stores -----	(D)	(D)	(D)	0.2	0.7
	Other -----	(D)	(D)	(D)	2.8	3.1
53	General merchandise group stores-----	33.2	1.3	32.3	22.0	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	21.3	12.3
533	Variety stores-----	56.0	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores-----	21.3	(D)	(D)	(D)	0.8
54	Food stores <sup>3</sup> -----	13.7	0.3	10.9	17.9	21.8
541	Grocery stores-----	14.0	0.3	10.4	16.7	19.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	24.1	20.4
554	Gasoline service stations-----	13.3	0.2	3.1	5.3	7.0
56	Apparel and accessory stores-----	37.1	0.6	6.3	3.8	5.4
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	15.2	(D)	(D)	(D)	1.2
	Women's clothing and specialty stores and furs -----	54.5	1.2	4.8	2.0	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.0	2.0
565	Family clothing stores -----	(D)	(D)	(D)	0.7	0.9
566	Shoe stores -----	(D)	0.2	0.3	(D)	0.9
564, 9	Other apparel and accessory stores -----	24.4	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores-----	27.9	0.7	6.8	5.5	5.8
5712 5713, 4, 9 572, 3	Furniture stores -----	39.8	1.1	4.2	2.4	2.1
	Home furnishings stores -----	16.9	0.4	0.9	1.2	1.2
	Household appliance, radio, television, and music stores -----	19.8	0.4	1.7	1.9	2.3
58	Eating and drinking places-----	28.1	0.6	11.1	8.9	10.4
5812 5813	Eating places -----	27.8	0.6	10.5	8.6	9.6
	Drinking places (alcoholic beverages) -----	35.9	0.4	0.6	0.4	0.9
591	Drug and proprietary stores -----	30.8	0.4	2.7	2.0	3.8
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.5	6.7
592	Liquor stores -----	10.2	0.1	0.6	1.3	2.6
594	Miscellaneous shopping goods stores -----	45.4	1.2	8.4	4.2	3.9
5992	Florists -----	75.3	2.1	1.1	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

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SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Inglewood</b>					
	Retail stores <sup>1</sup> .....	25.1	0.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	15.1	0.1	1.4	2.4	3.8
525	Hardware stores .....	—	—	—	0.6	0.7
52 ex. 525	Other .....	20.5	0.2	1.4	1.8	3.1
53	General merchandise group stores .....	67.4	(D)	(D)	(D)	13.4
531	Department stores <sup>2</sup> .....	69.1	(D)	(D)	(D)	12.3
533	Variety stores .....	(D)	—	—	(D)	0.5
539	Miscellaneous general merchandise stores .....	(D)	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> .....	14.6	0.2	13.4	23.1	21.6
541	Grocery stores .....	14.6	0.2	12.3	21.1	19.7
55 ax. 554	Automotive dealers .....	16.9	0.3	21.0	31.1	20.4
554	Gasoline service stations .....	(D)	(D)	(D)	6.7	7.0
56	Apparel and accessory stores .....	39.8	0.4	6.4	4.0	5.4
561	Men's and boys' clothing and furnishings stores .....	(D)	0.2	0.5	(D)	1.2
562, 3, 6	Women's clothing and specialty stores and furriers .....	65.6	0.4	2.9	1.1	2.1
562	Women's ready-to-wear stores .....	63.6	0.4	2.7	1.1	2.0
565	Family clothing stores .....	31.4	(D)	(D)	(D)	0.9
566	Shoe stores .....	22.4	0.4	1.1	1.2	0.9
564, 9	Other apparel and accessory stores .....	(D)	(D)	(D)	0.2	0.3
57	Furniture, home furnishings, and equipment stores .....	24.3	0.3	4.7	4.8	5.6
5712	Furniture stores .....	(D)	0.4	2.6	(D)	2.1
5713, 4, 9	Home furnishings stores .....	(D)	0.2	0.9	(D)	1.2
572, 3	Household appliance, radio, television, and music stores .....	(D)	0.1	1.0	(D)	2.3
58	Eating and drinking places .....	20.0	0.2	5.9	7.3	10.4
5812	Eating places .....	19.9	0.2	5.3	6.8	9.6
5813	Drinking places (alcoholic beverages) .....	21.8	0.2	0.5	0.6	0.9
591	Drug and proprietary stores .....	(D)	0.9	10.2	(D)	3.6
59 ax. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	(D)	(D)	(D)	6.1	8.7
592	Liquor stores .....	(D)	(D)	(D)	2.7	2.6
594	Miscellaneous shopping goods stores .....	(D)	(D)	(D)	2.2	3.9
5992	Florists .....	(D)	(D)	(D)	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

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SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Burbank</b>					
	Retail stores <sup>1</sup> -----	31.5	0.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	8.4	3.8
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	6.0	3.1
53	General merchandise group stores -----	75.7	0.4	12.4	5.1	13.4
531	Department stores <sup>2</sup> -----	100.0	(D)	(D)	(D)	12.3
533	Variety stores-----	(D)	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores-----	37.9	(D)	(D)	(D)	0.8
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	26.0	21.6
541	Grocery stores-----	(D)	(D)	(D)	24.4	19.7
55 ex. 554	Automotive dealers -----	47.9	0.6	30.8	20.3	20.4
554	Gasoline service stations-----	18.3	0.2	4.0	6.9	7.0
56	Apparel and accessory stores-----	38.2	0.2	3.1	2.8	5.4
561	Men's and boys' clothing and furnishings stores -----	(D)	0.5	1.4	(D)	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	38.8	0.2	1.1	0.9	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	0.7	2.0
565	Family clothing stores -----	-	-	-	0.7	0.9
566	Shoe stores -----	54.5	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.1	0.3
57	Furniture, home furnishings, and equipment stores-----	39.7	0.5	7.3	5.8	5.6
5712	Furniture stores -----	9.5	0.1	0.4	1.2	2.1
5713, 4, 9	Home furnishings stores -----	67.1	1.3	3.7	1.7	1.2
572, 3	Household appliance, radio, television, and music stores -----	35.6	0.6	3.2	2.9	2.3
58	Eating and drinking places-----	22.1	0.4	9.1	13.0	10.4
5812	Eating places -----	22.4	0.4	8.6	12.1	9.6
5813	Drinking places (alcoholic beverages) -----	18.4	0.2	0.5	0.9	0.9
591	Drug and proprietary stores -----	(D)	(D)	(D)	5.3	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	8.6	8.7
592	Liquor stores -----	13.4	0.2	1.0	2.4	2.6
594	Miscellaneous shopping goods stores-----	24.3	0.3	3.3	4.2	3.9
5992	Florists -----	31.5	0.6	0.4	0.4	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

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SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Pomona</b>					
	Retail stores <sup>1</sup> -----	(D)	0.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	(D)	3.8
525	Hardware stores -----	58.9	(D)	(D)	0.5	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	3.4	3.1
53	General merchandise group stores -----	(D)	(D)	(D)	11.6	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.3
533	Variety stores -----	(D)	-	-	0.4	0.5
539	Miscellaneous general merchandise stores -----	(D)	-	-	0.1	0.6
54	Food stores <sup>3</sup> -----	4.0	-	4.9	(D)	21.6
541	Grocery stores-----	(D)	(D)	(D)	(D)	19.7
55 ex. 554	Automotive dealers -----	21.6	0.5	48.5	(D)	20.4
554	Gasoline service stations-----	(D)	0.1	3.0	6.3	7.0
56	Apparel and accessory stores-----	45.2	0.2	6.2	(D)	5.4
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	22.2	(D)	(D)	0.1	2.1
562	Women's ready-to-wear stores -----	25.3	(D)	(D)	0.1	2.0
565	Family clothing stores -----	(D)	-	-	0.5	0.9
566	Shoe stores -----	(D)	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	-	-	0.1	0.3
57	Furniture, home furnishings, and equipment stores-----	32.6	0.3	9.4	(D)	5.6
5712	Furniture stores -----	62.1	0.6	6.3	(D)	2.1
5713, 4, 9	Home furnishings stores -----	29.1	0.3	1.5	(D)	1.2
572, 3	Household appliance, radio, television, and music stores -----	12.2	0.1	1.6	(D)	2.3
58	Eating and drinking places-----	15.4	0.2	6.6	(D)	10.4
5812	Eating places -----	15.7	0.2	8.4	(D)	9.6
5813	Drinking places (alcoholic beverages) -----	11.6	0.1	0.4	(D)	0.9
591	Drug and proprietary stores -----	(D)	0.1	1.3	3.3	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	27.3	(D)	(D)	7.3	8.7
592	Liquor stores -----	(D)	(D)	(D)	(D)	2.6
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	(D)	3.9
5992	Florists -----	(D)	0.3	0.4	0.3	0.3

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

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SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Alhambra</b>					
	Retail stores <sup>1</sup> -----	46.3	0.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	35.5	0.2	1.4	1.9	3.8
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.7
52 ex. 525	Other -----	33.9	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	7.1	0.1	1.8	11.8	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	11.2	12.3
533	Variety stores-----	100.0	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	22.5	0.2	8.0	16.4	21.6
541	Grocery stores -----	(D)	(D)	(D)	15.2	19.7
55 ex. 554	Automotive dealers -----	77.6	1.6	64.1	38.2	20.4
554	Gasoline service stations -----	17.1	0.2	2.2	5.9	7.0
56	Apparel and accessory stores-----	78.4	0.7	7.2	4.2	5.4
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	1.0	1.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	75.3	0.3	1.4	0.9	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	0.8	2.0
565	Family clothing stores -----	100.0	(D)	(D)	(D)	0.9
566	Shoe stores -----	(D)	(D)	(D)	0.6	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores-----	39.4	0.4	4.5	5.3	5.6
5712	Furniture stores -----	39.8	0.3	1.1	1.3	2.1
5713, 4, 9	Home furnishings stores -----	(D)	0.8	2.0	(D)	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	0.3	1.5	(D)	2.3
58	Eating and drinking places-----	24.9	0.2	3.9	7.3	10.4
5812	Eating places -----	23.5	0.2	3.6	7.0	9.6
5813	Drinking places (alcoholic beverages) -----	60.4	0.2	0.4	0.3	0.9
591	Drug and proprietary stores -----	15.4	0.2	1.1	3.4	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	47.0	0.3	5.8	5.7	8.7
592	Liquor stores -----	27.3	0.2	0.9	1.5	2.6
594	Miscellaneous shopping goods stores -----	57.8	0.3	2.6	2.1	3.9
5992	Florists -----	(D)	(D)	(D)	0.2	0.3

See footnotes at end of table.

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SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Downey</b>						
	Retail stores <sup>1</sup> -----	19.6	0.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	5.4	0.1	1.1	4.2	3.8
525 52 ex. 525	Hardware stores -----	(D)	—	—	(D)	0.7
	Other -----	(D)	0.1	1.1	(D)	3.1
53	General merchandise group stores -----	(D)	(D)	(D)	12.3	13.4
531	Department stores <sup>2</sup> -----	—	—	—	11.4	12.3
533	Variety stores -----	(D)	—	—	(D)	0.5
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	17.9	0.2	13.9	15.3	21.6
541	Grocery stores -----	18.3	0.3	13.0	13.9	19.7
55 ex. 554	Automotive dealers -----	27.4	1.1	58.4	41.7	20.4
554	Gasoline service stations -----	14.9	(D)	(D)	(D)	7.0
56	Apparel and accessory stores -----	11.0	0.1	1.7	3.1	5.4
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	1.1	1.2
	Women's clothing and specialty stores and furriers -----	2.8	—	0.2	1.1	2.1
562	Women's ready-to-wear stores -----	(D)	—	0.2	(D)	2.0
565	Family clothing stores -----	(D)	(D)	(D)	—	0.9
566	Shoe stores -----	(D)	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	44.7	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	36.2	0.5	7.4	4.0	5.6
5712 5713, 4, 9 572, 3	Furniture stores -----	(D)	0.4	2.2	(D)	2.1
	Home furnishings stores -----	(D)	0.2	0.8	(D)	1.2
	Household appliance, radio, television, and music stores -----	47.1	0.7	4.4	1.8	2.3
58	Eating and drinking places -----	14.9	0.2	5.9	7.7	10.4
5812	Eating places -----	13.0	0.2	4.7	7.1	9.6
5813	Drinking places (alcoholic beverages) -----	38.0	0.5	1.2	0.6	0.9
591	Drug and proprietary stores -----	(D)	0.2	2.3	(D)	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	5.5	8.7
592	Liquor stores -----	(D)	(D)	(D)	1.2	2.6
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.1	3.9
5992	Florists -----	(D)	0.4	0.3	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Bellflower</b>					
	Retail stores <sup>1</sup> -----	56.3	0.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	73.1	0.7	5.8	4.4	3.8
525	Hardware stores -----	37.0	(D)	(D)	(D)	0.7
52 ex. 525	Other -----	87.7	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	88.8	(D)	(D)	(D)	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.3
533	Variety stores -----	100.0	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores -----	(D)	-	-	(D)	0.6
54	Food stores <sup>3</sup> -----	45.8	0.3	14.6	18.0	21.6
541	Grocery stores -----	(D)	0.3	13.4	(D)	19.7
55 ex. 554	Automotive dealers -----	55.2	0.7	31.1	31.7	20.4
554	Gasoline service stations -----	(D)	(D)	(D)	5.8	7.0
58	Apparel and accessory stores-----	95.4	0.3	3.4	2.0	5.4
561	Men's and boys' clothing and furnishings stores -----	100.0	(D)	(D)	(D)	1.2
562, 3, 8	Women's clothing and specialty stores and fitters -----	(D)	0.2	0.9	(D)	2.1
562	Women's ready-to-wear stores -----	(D)	0.2	0.9	(D)	2.0
565	Family clothing stores -----	100.0	0.8	1.6	0.9	0.9
566	Shoe stores -----	100.0	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores-----	(D)	0.5	6.3	(D)	5.6
5712	Furniture stores -----	(D)	0.8	3.7	(D)	2.1
5713, 4, 9	Home furnishings stores -----	(D)	0.4	1.0	(D)	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	0.3	1.6	(D)	2.3
58	Eating and drinking places-----	(D)	0.3	6.6	(D)	10.4
5812	Eating places -----	(D)	0.3	5.5	(D)	9.6
5813	Drinking places (alcoholic beverages) -----	(D)	0.7	1.3	(D)	0.9
591	Drug and proprietary stores -----	32.2	0.3	2.1	3.7	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	6.5	8.7
592	Liquor stores -----	(D)	0.4	2.3	(D)	2.6
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	1.8	3.9
5992	Florists -----	(D)	0.7	0.4	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

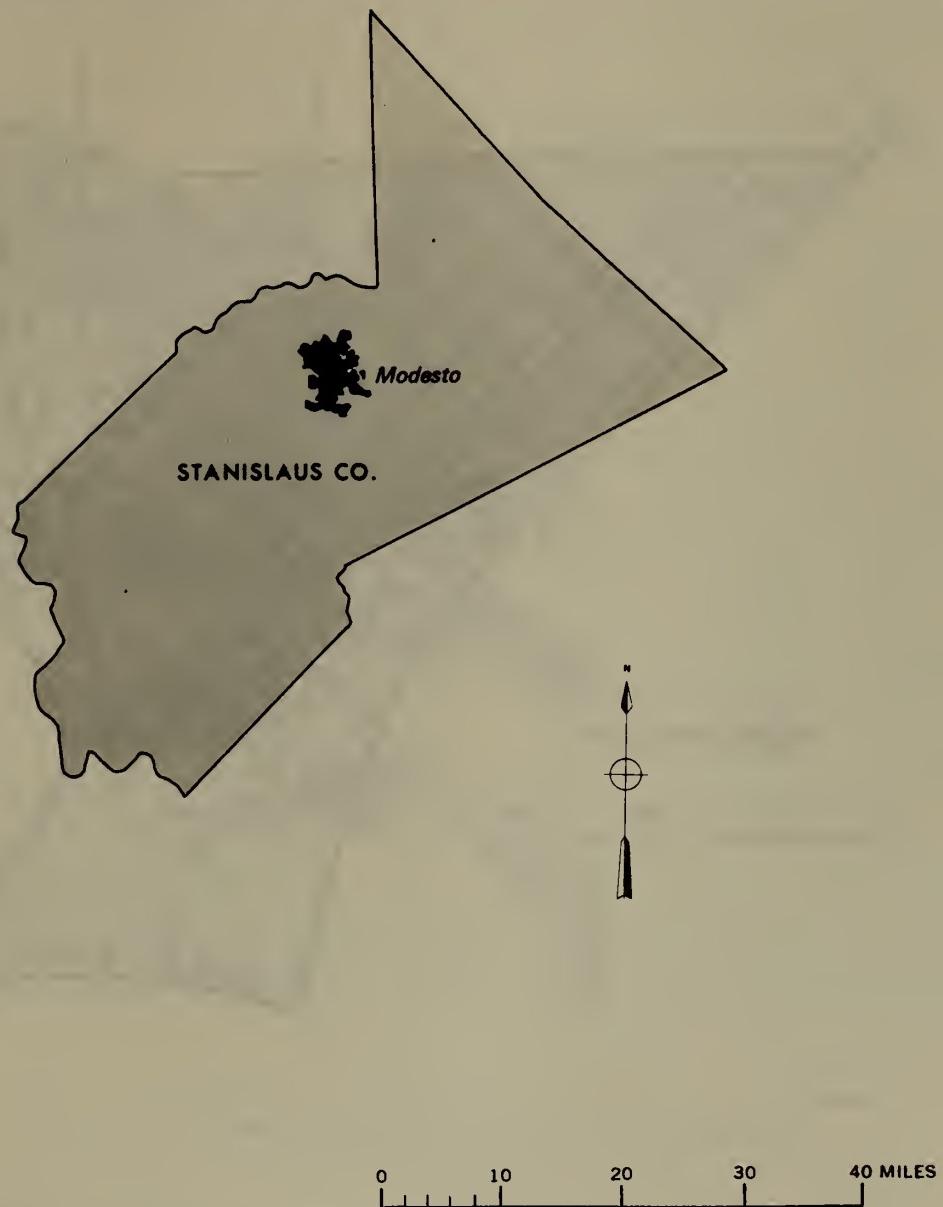
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Santa Monica</b>						
	Retail stores <sup>1</sup> -----	24.0	0.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.8	3.8
525 52 ex. 525	Hardware stores -----	—	—	—	0.3	0.7
	Other -----	(D)	(D)	(D)	2.5	3.1
53	General merchandise group stores -----	79.8	1.0	28.7	8.6	13.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	7.2	12.3
533	Variety stores -----	73.9	(D)	(D)	(D)	0.5
539	Miscellaneous general merchandise stores -----	41.4	(D)	(D)	(D)	0.6
54	Food stores <sup>3</sup> -----	12.1	0.2	7.3	14.4	21.6
541	Grocery stores -----	(D)	(D)	(D)	12.9	19.7
55 ex. 554	Automotive dealers -----	1.7	—	2.1	29.1	20.4
554	Gasoline service stations -----	(D)	0.2	2.6	(D)	7.0
56	Apparel and accessory stores -----	54.9	1.2	13.8	6.0	5.4
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	1.7	4.2	(D)	1.2
	Women's clothing and specialty stores and furriers -----	45.9	1.1	5.1	2.7	2.1
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	2.5	2.0
565	Family clothing stores -----	12.1	0.2	0.3	0.7	0.9
566	Shoe stores -----	79.6	1.8	3.7	1.1	0.9
564, 9	Other apparel and accessory stores -----	(D)	0.9	0.5	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	35.4	0.9	10.5	7.1	5.6
5712 5713, 4, 9 572, 3	Furniture stores -----	38.7	0.7	3.3	2.0	2.1
	Home furnishings stores -----	55.0	1.5	3.7	1.6	1.2
	Household appliance, radio, television, and music stores -----	24.3	0.7	3.5	3.4	2.3
58	Eating and drinking places -----	31.7	0.7	16.0	12.1	10.4
5812	Eating places -----	32.3	0.7	14.8	11.0	9.6
5813	Drinking places (alcoholic beverages) -----	26.1	0.7	1.2	1.1	0.9
591	Drug and proprietary stores -----	(D)	0.5	3.9	(D)	3.6
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	11.1	8.7
592	Liquor stores -----	9.1	0.2	1.0	2.6	2.6
594	Miscellaneous shopping goods stores -----	40.3	1.1	9.0	5.4	3.9
5992	Florists -----	14.2	0.2	0.2	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

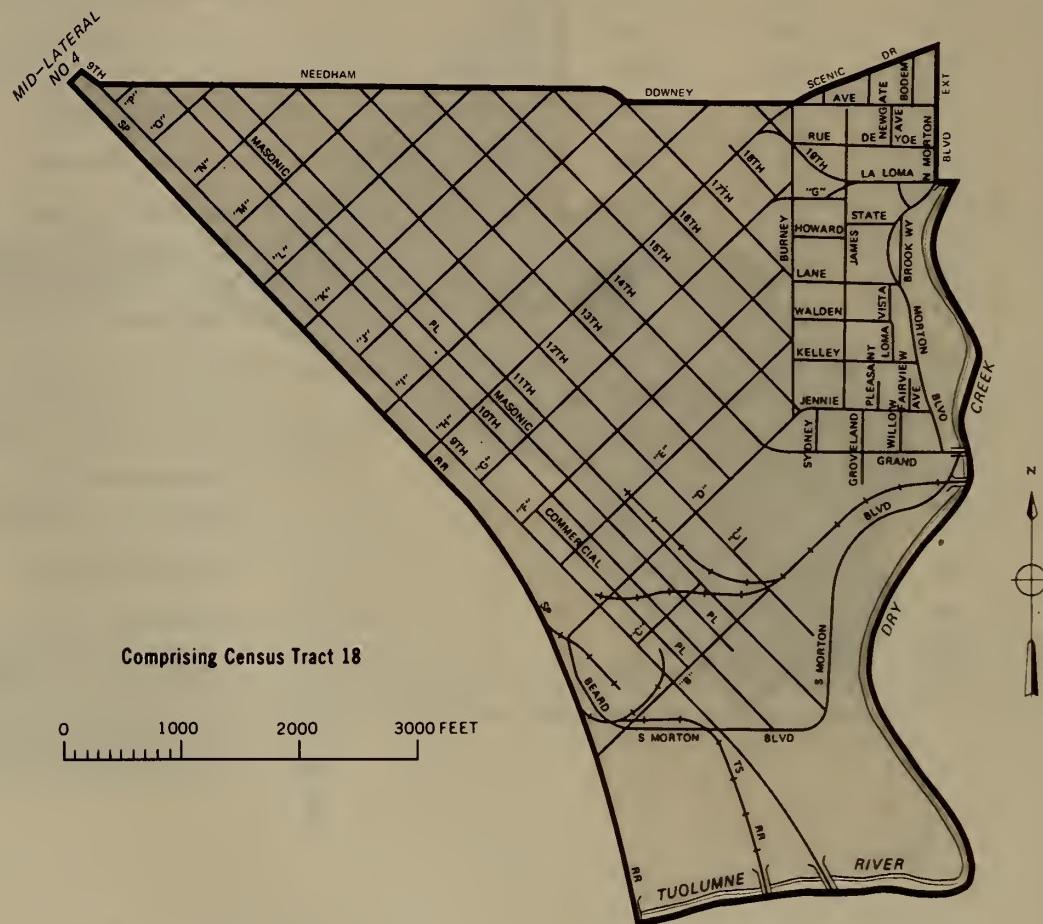
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**MODESTO****Standard Metropolitan Statistical Area**

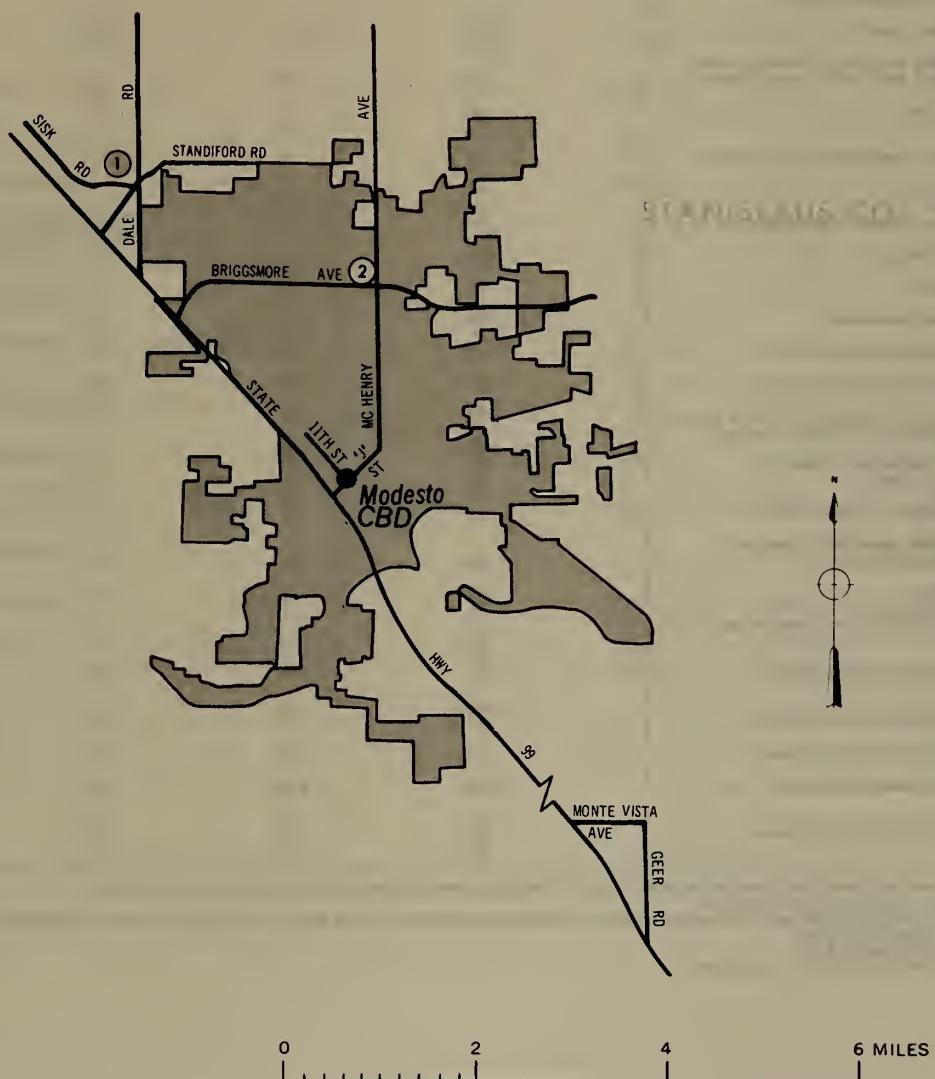
# MODESTO

## Central Business District



# MODESTO

## Major Retail Centers



- Central Business District
- (1) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
54, 58, 591	Retail stores: <sup>1, 2</sup>					
	Number	2 065	1 029	170	112	129
	Sales (\$1,000)	860 641	(D)	68 644	65 058	106 224
	Payroll entire year (\$1,000)	102 715	(D)	9 299	9 857	13 887
54, 58, 591	Paid employees for week including March 12	14 595	(D)	1 117	1 750	1 978
	Convenience goods stores:					
	Number	689	324	46	22	29
53, 56, 57; 594	Sales (\$1,000)	(D)	(D)	(D)	4 397	24 869
	Shopping goods stores (GAF): <sup>3</sup>					
	Number	562	338	51	83	70
52, 55, 59, sx. 591, 4, 8	Sales (\$1,000)	(D)	178 802	15 505	60 055	60 347
	All other stores:					
	Number	814	367	73	7	30
52	Sales (\$1,000)	334 114	(D)	(D)	606	21 008
<b>Number of Establishments</b>						
Retail stores <sup>1, 2</sup>	2 065	1 029	170	112	129	
52	Building materials, hardware, garden supply, and mobile home dealers	112	46	7	-	2
	Hardware stores	30	9	1	-	1
52 ex. 525	Other	82	37	6	-	1
	General merchandise group stores	45	19	2	5	5
531	Department stores <sup>4</sup>	11	9	-	4	3
	Variety stores	18	7	2	1	-
	Miscellaneous general merchandise stores	18	3	-	-	2
54	Food stores <sup>5</sup>	282	116	8	8	11
	Grocery stores	183	75	5	1	5
55 ex. 554	Automotive dealers	198	97	31	-	6
	Gasoline service stations	175	81	5	-	10
56	Apparel and accessory stores	157	96	18	44	28
	Men's and boys' clothing and furnishings stores	29	17	2	8	5
562, 3, 8	Women's clothing and specialty stores and furriers	55	34	7	17	10
	Women's ready-to-wear stores	54	34	7	17	10
565	Family clothing stores	16	6	-	2	2
	Shoe stores	39	29	4	16	9
564, 9	Other apparel and accessory stores	18	10	3	1	2
	Furniture, home furnishings, and equipment stores	185	114	11	9	14
5712	Furniture stores	53	29	6	1	3
	Home furnishings stores	64	43	2	2	4
	Household appliance, radio, television, and music stores	68	42	3	6	7
58	Eating and drinking places	379	186	38	14	16
	Eating places	295	154	29	14	15
5813	Drinking places (alcoholic beverages)	84	32	9	-	1
	Drug and proprietary stores	48	22	2	-	2
591	Miscellaneous retail stores <sup>6</sup>	504	272	52	32	35
	Liquor stores	45	20	3	-	3
592	Miscellaneous shopping goods stores	175	109	22	25	23
	Florists	25	11	3	1	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Modesto CBD</b>					
	Retail stores <sup>2</sup> -----	170	68 644	9 299	2 347	1 117
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	9 527	1 039	232	96
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	31	31 408	3 459	900	240
554	Gasoline service stations -----	5	1 679	155	42	24
56	Apparel and accessory stores -----	16	4 542	739	224	118
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	7	1 902	296	87	52
562	Women's ready-to-wear stores -----	7	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	11	6 537	1 231	295	106
5712	Furniture stores -----	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	38	5 264	1 226	313	304
5812	Eating places -----	29	4 255	1 021	258	250
5813	Drinking places (alcoholic beverages) -----	9	1 009	205	55	54
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	52	6 428	1 095	250	163
592	Liquor stores -----	3	552	26	6	8
594	Miscellaneous shopping goods stores -----	22	(D)	(D)	(D)	(D)
5992	Florists -----	3	548	102	22	21

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	Retail stores <sup>2</sup> -----	112	85 058	9 857	1 638	1 750
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	5	42 870	6 585	1 149	1 208
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	8	1 306	152	22	36
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	44	10 678	1 312	184	221
561	Men's and boys' clothing and furnishings stores -----	8	3 308	355	39	44
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	4 023	462	80	117
562	Women's ready-to-wear stores -----	17	4 023	462	80	117
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	2 141	315	78	43
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	14	3 091	813	114	173
5812	Eating places -----	14	3 091	813	114	173
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	-	-	-	-	-
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	32	4 972	680	91	69
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	25	4 366	621	77	59
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	129	106 224	13 887	3 201	1 978
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	40 222	5 432	1 214	688
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	11	11 487	1 485	348	152
541	Grocery stores-----	5	10 266	1 269	296	110
55 ex. 554	Automotive dealers-----	8	10 791	1 061	195	101
554	Gasoline service stations-----	10	4 418	268	71	52
58	Apparel and accessory stores-----	28	8 889	1 306	339	230
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fumers -----	10	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	1 458	242	74	41
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	14	7 739	938	224	91
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	3 833	320	84	39
58	Eating and drinking places-----	16	(D)	(D)	(D)	(D)
5812	Eating places -----	15	6 395	1 650	358	398
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	35	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	926	83	27	20
594	Miscellaneous shopping goods stores -----	23	3 697	412	93	86
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Modesto</b>					
	<b>Retail stores<sup>2</sup></b>	1 029	(D)	(D)	(D)	(D)
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	48	50 378	5 439	1 158	496
525	Hardware stores	9	(D)	(D)	(D)	(D)
52 ex. 525	Other	37	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	19	(D)	13 879	2 731	2 196
531	Department stores <sup>3</sup>	9	(D)	(D)	(D)	(D)
533	Variety stores	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	118	96 376	9 556	2 251	988
541	Grocery stores	75	90 507	8 804	2 081	837
55 ex. 554	<b>Automotive dealers</b>	97	105 770	10 968	2 695	872
554	<b>Gasoline service stations</b>	81	26 268	1 874	434	347
58	<b>Apparel and accessory stores</b>	96	(D)	3 813	918	704
561	Men's and boys' clothing and furnishings stores	17	5 915	759	161	103
562, 3, 8	Women's clothing and specialty stores and furriers	34	(D)	1 104	252	236
562	Women's ready-to-wear stores	34	(D)	(D)	(D)	(D)
565	Family clothing stores	6	(D)	(D)	(D)	(D)
566	Shoe stores	29	(D)	1 016	240	155
564, 9	Other apparel and accessory stores	10	1 032	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	114	37 753	5 591	1 267	613
5712	Furniture stores	29	11 782	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	43	10 677	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	42	15 294	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	186	40 180	9 744	2 188	2 278
5812	Eating places	154	37 559	9 229	2 059	2 159
5813	Drinking places (alcoholic beverages)	32	2 621	515	129	119
591	<b>Drug and proprietary stores</b>	22	(D)	(D)	(D)	(D)
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup></b>	272	(D)	(D)	(D)	(D)
592	Liquor stores	20	6 172	523	122	81
594	Miscellaneous shopping goods stores	109	17 147	2 474	483	350
5992	Florists	11	2 116	401	90	58

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Modesto, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	2 065	860 841	102 715	23 387	14 595
52	Building materials, hardware, garden supply, and mobile home dealers	112	77 675	8 198	1 727	789
525 52 ex. 525	Hardware stores	30	6 027	715	182	102
	Other	82	71 648	7 481	1 545	667
53	General merchandise group stores	45	115 384	(D)	(D)	(D)
531 533 539	Department stores <sup>3</sup>	11	103 915	14 204	2 864	2 277
	Variety stores	18	(D)	958	224	204
	Miscellaneous general merchandise stores	16	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	262	189 766	17 861	4 145	1 877
541	Grocery stores	183	178 492	16 437	3 817	1 801
55 ex. 554	Automotive dealers	198	163 099	15 959	3 802	1 352
554	Gasoline service stations	175	60 182	3 929	944	778
56	Apparel and accessory stores	157	(D)	(D)	(D)	(D)
561 562, 3, 8	Men's and boys' clothing and furnishings stores	29	(D)	1 022	224	148
	Women's clothing and specialty stores and furriers	55	11 992	1 557	355	347
562	Women's ready-to-wear stores	54	(D)	(D)	(D)	(D)
565	Family clothing stores	16	(D)	1 366	376	266
566	Shoe stores	39	7 544	1 154	292	174
564, 9	Other apparel and accessory stores	18	1 906	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	185	56 691	8 092	1 805	892
5712 5713, 4, 9 572, 3	Furniture stores	53	20 608	2 788	610	269
	Home furnishings stores	64	15 132	2 315	529	237
	Household appliance, radio, television, and music stores	68	20 951	2 989	666	386
58	Eating and drinking places	379	63 923	15 534	3 552	3 711
5812 5813	Eating places	295	57 458	14 290	3 228	3 426
	Drinking places (alcoholic beverages)	84	6 465	1 244	324	285
591	Drug and proprietary stores	48	(D)	5 354	1 382	646
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	504	55 504	6 727	1 522	999
592 594 5992	Liquor stores	45	12 759	(D)	(D)	(D)
	Miscellaneous shopping goods stores	175	22 346	3 071	633	457
	Florists	25	(D)	628	141	112

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Modesto SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Modesto</b>			
	Retail stores <sup>3</sup> -----	(NA)	(D)	74.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	107.4	91.0
525	Hardware stores -----	(NA)	14.7	44.7
52 ex. 525	Other -----	(NA)	115.9	96.3
53	General merchandise group stores -----	(NA)	(D)	126.8
531	Department stores <sup>4</sup> -----	(NA)	187.8	188.2
533	Variety stores -----	(NA)	-47.5	-26.0
539	Miscellaneous general merchandise stores -----	(NA)	(D)	-15.3
54	Food stores <sup>5</sup> -----	(NA)	63.4	68.8
541	Grocery stores -----	(NA)	63.5	68.3
55 ex. 554	Automotive dealers -----	(NA)	46.5	55.2
554	Gasoline service stations -----	(NA)	80.1	79.4
56	Apparel and accessory stores -----	(NA)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	(NA)	174.0	112.3
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	36.5	47.6
562	Women's ready-to-wear stores -----	(NA)	(D)	(D)
565	Family clothing stores -----	(NA)	-37.2	(D)
566	Shoe stores -----	(NA)	(D)	71.8
564, 9	Other apparel and accessory stores -----	(NA)	43.7	(D)
57	Furniture, home furnishings, and equipment stores-----	(NA)	107.3	79.4
5712	Furniture stores -----	(NA)	64.0	52.4
5713, 4, 9	Home furnishings stores -----	(NA)	(NC)	149.7
572, 3	Household appliance, radio, television, and music stores -----	(NA)	86.6	74.5
58	Eating and drinking places -----	(NA)	110.0	102.7
5812	Eating places -----	(NA)	125.7	126.2
5813	Drinking places (alcoholic beverages) -----	(NA)	5.1	5.4
591	Drug and proprietary stores -----	(NA)	29.6	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	118.8	93.8
592	Liquor stores -----	(NA)	(D)	43.7
594	Miscellaneous shopping goods stores -----	(NA)	133.2	95.2
5992	Florists -----	(NA)	78.9	77.2

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Modesto</b>						
	Retail stores <sup>1</sup> -----	(D)	8.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	18.9	12.3	13.9	(D)	9.0
525	Hardware stores -----	(D)	(D)	(D)	0.4	0.7
52 ex. 525	Other -----	18.2	(D)	(D)	8.8	8.3
53	General merchandise group stores -----	0.7	(D)	(D)	17.8	13.4
531	Department stores <sup>2</sup> -----	(D)	-	-	17.0	12.1
533	Variety stores -----	30.3	9.4	(D)	0.4	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	-	0.3	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	(D)	22.0
541	Grocery stores -----	(D)	(D)	(D)	(D)	20.7
55 ex. 554	Automotive dealers -----	29.7	19.3	45.8	(D)	19.0
554	Gasoline service stations -----	6.4	2.8	2.4	(D)	7.0
56	Apparel and accessory stores -----	(D)	(D)	6.6	5.0	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	14.5	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	(D)	15.9	2.8	1.6	1.4
562	Women's ready-to-wear stores -----	21.7	16.0	(D)	1.6	(D)
565	Family clothing stores -----	(D)	(D)	-	0.9	(D)
566	Shoe stores -----	17.7	(D)	(D)	1.1	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	17.3	11.5	9.5	(D)	6.6
5712	Furniture stores -----	(D)	(D)	(D)	(D)	2.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	(D)	2.4
58	Eating and drinking places-----	13.1	8.2	7.7	(D)	7.4
5812	Eating places -----	11.3	7.4	6.2	(D)	6.7
5813	Drinking places (alcoholic beverages) -----	38.5	15.6	1.5	(D)	0.2
591	Drug and proprietary stores -----	0.9	0.7	(D)	5.4	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	11.6	9.4	6.4	6.4
592	Liquor stores -----	8.9	4.3	0.8	(D)	1.5
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	(D)	2.6
5992	Florists -----	25.9	(D)	0.8	(D)	(D)

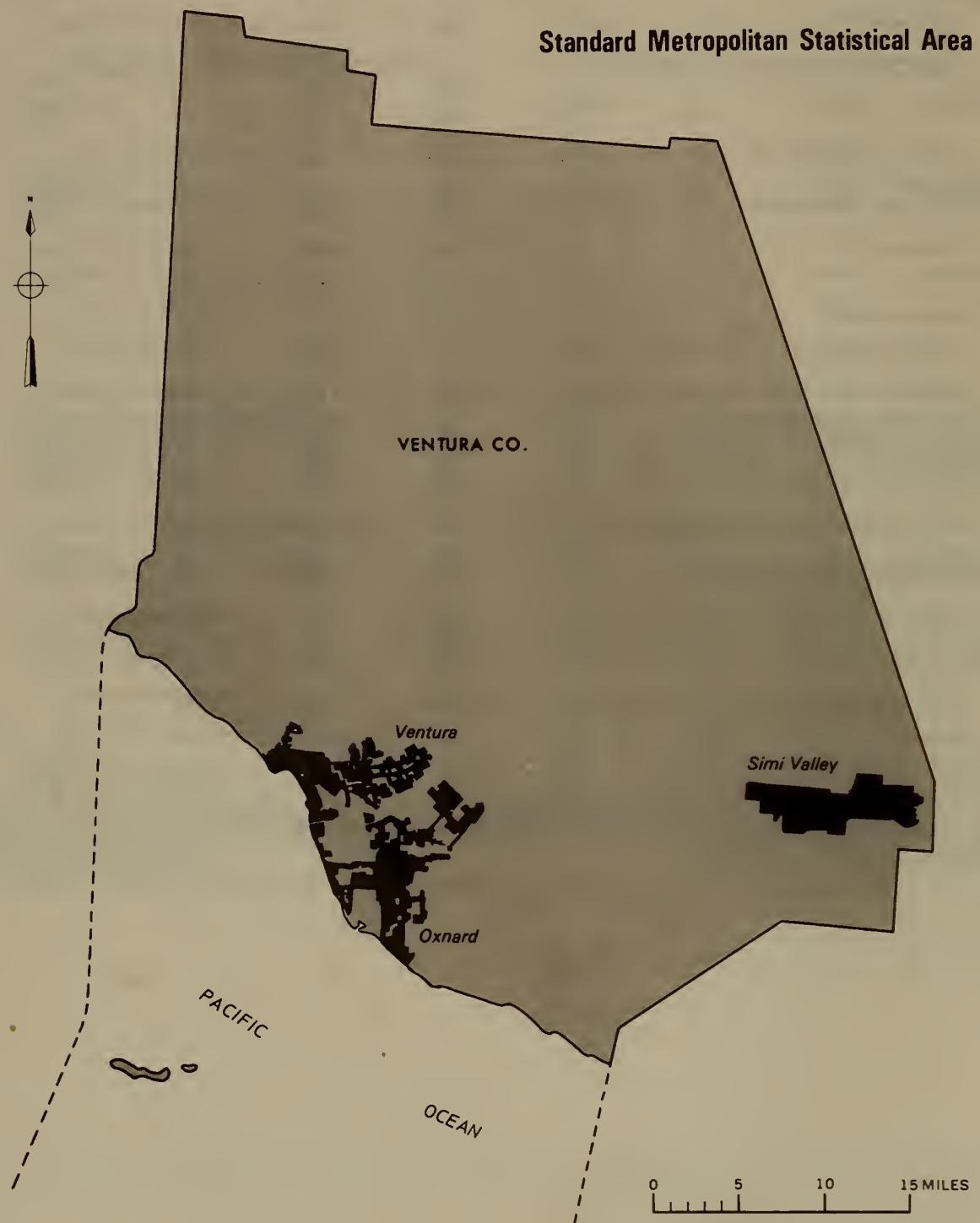
<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

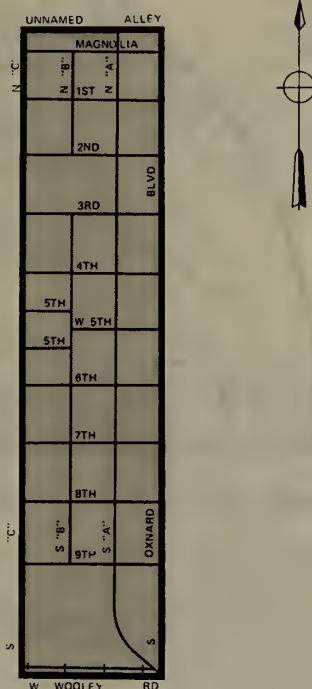
<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## OXNARD-SIMI VALLEY-VENTURA



# OXNARD-SIMI VALLEY-VENTURA

## Oxnard Central Business District

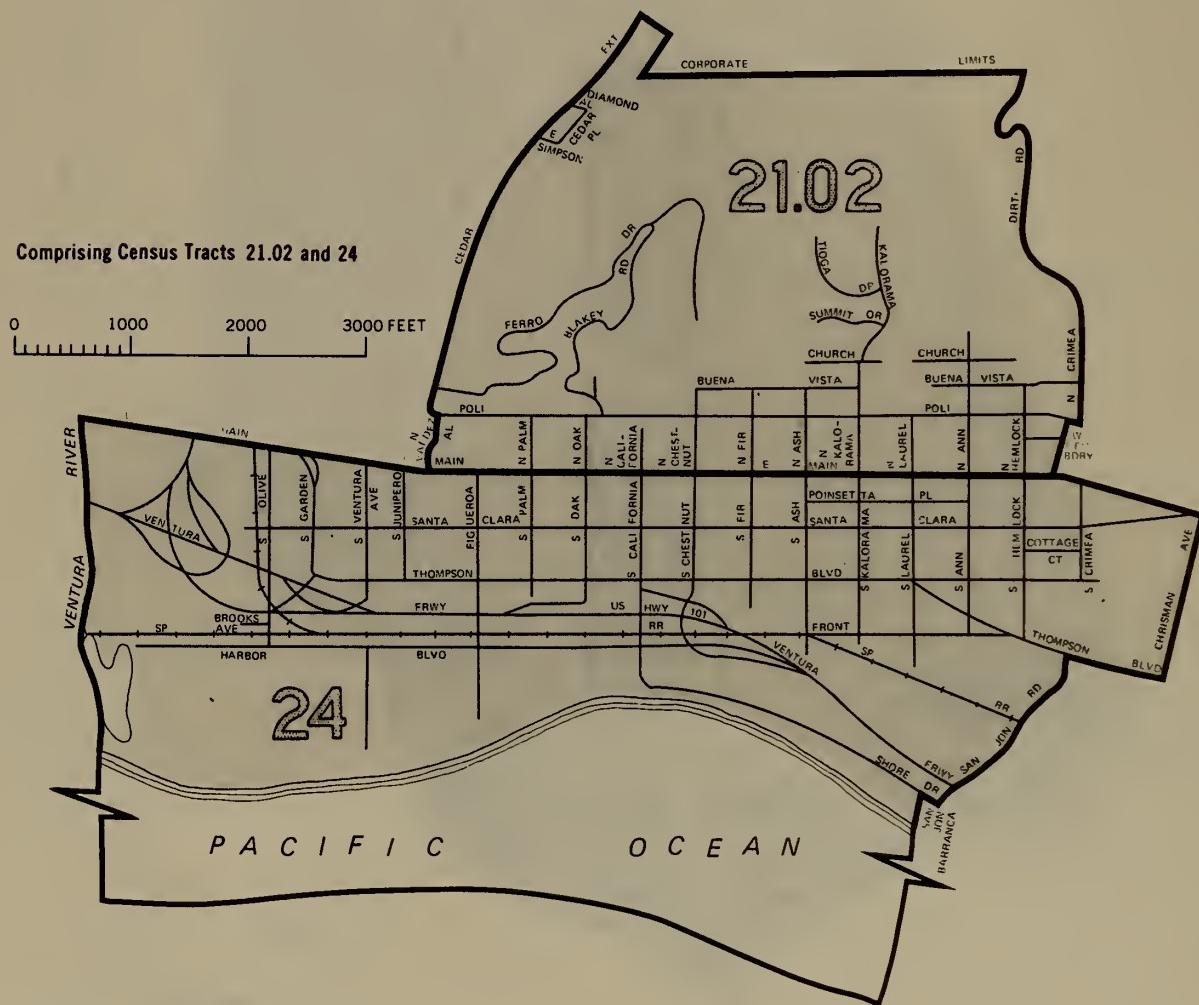


Comprising Census Tract 35

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## OXNARD-SIMI VALLEY-VENTURA

**Ventura**  
**Central Business District**

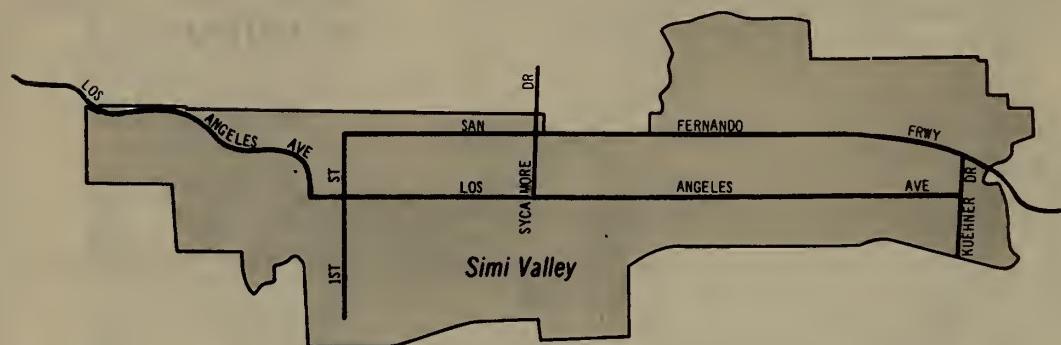


## OXNARD-SIMI VALLEY-VENTURA

### Oxnard-Ventura Major Retail Centers



## OXNARD-SIMI VALLEY-VENTURA

**Simi Valley****Central City**

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts	
			Oxnard	Ventura	Oxnard	Ventura
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number -----	3 321	731	840	68	143
	Sales (\$1,000) -----	1 488 047	384 308	(D)	38 878	28 713
	Payroll entire year (\$1,000) -----	178 783	47 827	43 820	4 288	4 322
	Paid employees for week including March 12 -----	24 572	8 282	5 990	528	897
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	1 075	252	195	25	33
	Sales (\$1,000) -----	539 098	(D)	(D)	7 091	7 127
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	1 023	234	198	32	52
	Sales (\$1,000) -----	361 047	(D)	104 501	5 741	7 896
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>					
	Number -----	1 223	245	247	31	58
	Sales (\$1,000) -----	585 902	154 970	(D)	24 046	13 690
	<b>Number of Establishments</b>					
	<b>Retail stores:<sup>1, 2</sup></b> -----	3 321	731	840	68	143
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	158	21	22	3	7
525	<b>Hardware stores</b> -----	38	3	7	1	3
52 ex. 525	Other -----	120	18	15	2	4
53	<b>General merchandise group stores</b> -----	63	18	12	-	1
531	<b>Department stores:<sup>4</sup></b> -----	17	5	5	-	1
533	<b>Variety stores</b> -----	26	5	4	-	-
539	<b>Miscellaneous general merchandise stores</b> -----	20	6	3	-	-
54	<b>Food stores:<sup>5</sup></b> -----	328	70	48	8	8
541	<b>Grocery stores</b> -----	184	41	28	3	6
55 ex. 554	<b>Automotive dealers</b> -----	292	77	71	10	13
554	<b>Gasoline service stations</b> -----	266	63	47	6	8
56	<b>Apparel and accessory stores</b> -----	274	65	46	11	9
561	<b>Men's and boys' clothing and furnishings stores</b> -----	42	19	6	1	1
562, 3, 8	Women's clothing and specialty stores and fumiers -----	118	35	25	4	5
562	Women's ready-to-wear stores -----	95	25	22	3	5
565	Family clothing stores -----	34	9	4	2	-
566	Shoe stores -----	50	15	9	1	2
564, 9	Other apparel and accessory stores -----	30	7	2	3	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	331	85	77	14	19
5712	<b>Furniture stores</b> -----	82	17	15	5	3
5713, 4, 9	<b>Home furnishings stores</b> -----	111	19	27	3	8
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	138	29	35	6	8
58	<b>Eating and drinking places</b> -----	882	163	133	16	24
5812	<b>Eating places</b> -----	542	130	110	12	19
5813	Drinking places (alcoholic beverages) -----	120	33	23	4	5
591	<b>Drug and proprietary stores</b> -----	85	19	14	3	1
59 ex. 591, 6	<b>Miscellaneous retail stores:<sup>6</sup></b> -----	882	152	170	19	55
592	Liquor stores -----	94	16	17	3	3
594	Miscellaneous shopping goods stores -----	355	68	63	7	23
5992	Florists -----	45	10	7	1	3

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers				
		No. 2	No. 3	No. 4	No. 5	No. 8
	Retail stores: <sup>1, 2</sup>					
	Number	77	50	77	75	51
	Sales (\$1,000)	33 647	81 230	39 885	70 345	23 452
	Payroll entire year (\$1,000)	4 450	10 422	5 096	9 718	2 891
	Paid employees for week including March 12	675	1 477	774	1 292	321
54, 58, 591	Convenience goods stores:					
	Number	25	10	24	10	17
	Sales (\$1,000)	15 096	13 159	15 154	2 699	13 351
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>					
	Number	40	35	40	60	23
	Sales (\$1,000)	15 299	53 179	20 456	64 455	8 324
52, 55, 59, sx. 591, 4, 6	All other stores:					
	Number	12	5	13	5	11
	Sales (\$1,000)	3 252	14 892	4 275	3 191	1 777
	Number of Establishments					
	Retail stores <sup>1, 2</sup>	77	50	77	75	51
52	Building materials, hardware, garden supply, and mobile home dealers	2	-	3	1	2
525	Hardware stores	1	-	1	-	1
52 ex. 525	Other	1	-	2	1	1
53	General merchandise group stores	3	4	5	4	4
531	Department stores <sup>4</sup>	-	3	2	3	1
533	Variety stores	1	-	-	1	1
539	Miscellaneous general merchandise stores	2	-	3	-	2
54	Food stores <sup>5</sup>	4	5	8	3	4
541	Grocery stores	1	2	1	-	2
55 sx. 554	Automotive dealers	2	1	3	1	3
554	Gasoline service stations	1	2	2	-	1
56	Apparel and accessory stores	9	17	18	33	8
561	Men's and boys' clothing and furnishings stores	1	3	6	7	2
562, 3, 8	Women's clothing and specialty stores and furriers	5	7	6	15	3
562	Women's ready-to-wear stores	4	7	6	11	3
565	Family clothing stores	-	2	1	-	1
566	Shoe stores	1	5	4	8	1
564, 9	Other apparel and accessory stores	2	-	1	3	1
57	Furniture, home furnishings, and equipment stores	13	5	7	9	4
5712	Furniture stores	3	1	1	4	1
5713, 4, 9	Home furnishings stores	4	1	3	1	-
572, 3	Household appliance, radio, television, and music stores	6	3	3	4	3
58	Eating and drinking places	19	4	14	6	12
5812	Eating places	13	4	11	6	9
5813	Drinking places (alcoholic beverages)	6	-	3	-	3
591	Drug and proprietary stores	2	1	2	1	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	22	11	15	17	12
592	Liquor stores	2	-	1	-	-
594	Miscellaneous shopping goods stores	15	9	10	14	7
5992	Florists	2	1	3	-	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Ventura (San Buenaventura) CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	143	28 713	4 322	1 030	897
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	(D)	(D)	(D)	(D)
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers-----</b>	13	8 875	805	164	85
554	<b>Gasoline service stations-----</b>	6	1 592	98	28	21
56	<b>Apparel and accessory stores-----</b>	9	851	106	20	17
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores-----</b>	19	2 991	368	86	44
5712	Furniture stores -----	3	939	132	30	13
5713, 4, 9	Home furnishings stores -----	8	915	114	30	15
572, 3	Household appliance, radio, television, and music stores -----	8	1 137	122	26	16
58	<b>Eating and drinking places-----</b>	24	5 331	1 461	354	308
5812	Eating places -----	19	4 767	1 345	324	281
5813	Drinking places (alcoholic beverages) -----	5	564	116	30	27
591	<b>Drug and proprietary stores-----</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	55	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	871	54	14	10
594	Miscellaneous shopping goods stores -----	23	(D)	(D)	(D)	(D)
5992	Florists -----	3	348	79	17	10

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oxnard</b>					
	Retail stores <sup>2</sup> -----	731	384 306	47 627	11 181	6 282
52	Building materials, hardware, garden supply, and mobile home dealers -----	21	22 403	2 223	508	219
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	18	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	16	(D)	8 124	1 817	1 102
531	Department stores <sup>3</sup> -----	5	57 455	7 718	1 724	1 035
533	Variety stores-----	5	1 271	198	44	33
539	Miscellaneous general merchandise stores-----	6	(D)	208	49	34
54	Food stores <sup>4</sup> -----	70	78 807	8 266	2 026	838
541	Grocery stores-----	41	74 302	7 602	1 866	722
55 ex. 554	Automotive dealers -----	77	90 770	10 074	2 227	701
554	Gasoline service stations-----	63	27 964	1 734	434	319
56	Apparel and accessory stores-----	85	17 879	2 250	549	409
561	Men's and boys' clothing and furnishings stores -----	19	(D)	703	158	114
562, 3, 8	Women's clothing and specialty stores and furriers -----	35	5 502	690	188	148
562	Women's ready-to-wear stores -----	25	4 073	571	162	126
565	Family clothing stores -----	9	2 348	(D)	(D)	(D)
566	Shoe stores -----	15	(D)	549	131	80
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	65	16 582	(D)	(D)	(D)
5712	Furniture stores -----	17	(D)	680	172	60
5713, 4, 9	Home furnishings stores -----	19	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	29	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	163	31 830	7 971	1 876	1 804
5812	Eating places -----	130	27 928	7 070	1 626	1 561
5813	Drinking places (alcoholic beverages) -----	33	3 902	901	250	243
591	Drug and proprietary stores -----	19	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	152	26 463	2 925	701	447
592	Liquor stores -----	16	7 761	641	144	99
594	Miscellaneous shopping goods stores -----	68	12 630	1 539	373	226
5992	Florists -----	10	(D)	181	39	33

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Ventura (San Buenaventura)</b>					
	<b>Retail stores<sup>2</sup></b>	840	(D)	43 820	10 473	5 990
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	22	9 304	1 032	269	150
525	Hardware stores	7	1 010	82	19	12
52 ex. 525	Other	15	8 294	970	250	138
53	<b>General merchandise group stores</b>	12	(D)	7 892	1 815	1 368
531	Department stores <sup>3</sup>	5	51 934	8 949	1 646	1 211
533	Variety stores	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	48	82 394	8 478	1 535	839
541	Grocery stores	28	59 758	8 100	1 449	578
55 ex. 554	<b>Automotive dealers</b>	71	112 737	11 284	2 717	828
554	<b>Gasoline service stations</b>	47	20 258	1 254	298	213
56	<b>Apparel and accessory stores</b>	48	(D)	1 841	426	298
561	Men's and boys' clothing and furnishings stores	6	2 987	469	102	49
562, 3, 8	Women's clothing and specialty stores and furriers	25	8 548	974	245	200
562	Women's ready-to-wear stores	22	(D)	(D)	(D)	(D)
565	Family clothing stores	4	(D)	(D)	(D)	(D)
566	Shoe stores	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	77	23 184	2 857	891	307
5712	Furniture stores	15	7 060	986	228	84
5713, 4, 9	Home furnishings stores	27	5 086	768	178	79
572, 3	Household appliance, radio, television, and music stores	35	11 018	1 103	285	144
58	<b>Eating and drinking places</b>	133	28 973	8 770	1 584	1 532
5812	Eating places	110	24 783	6 241	1 444	1 428
5813	Drinking places (alcoholic beverages)	23	2 190	529	140	104
591	<b>Drug and proprietary stores</b>	14	(D)	1 514	415	158
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	170	(D)	3 098	723	501
592	Liquor stores	17	6 252	532	120	96
594	Miscellaneous shopping goods stores	63	10 994	1 408	321	188
5992	Florists	7	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oxnard-Simi Valley-Ventura, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	3 321	1 486 047	176 783	41 836	24 572
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	158	78 588	8 815	2 044	1 017
525	Hardware stores	38	12 176	1 396	348	186
52 ex. 525	Other	120	66 412	7 419	1 696	831
53	<b>General merchandise group stores</b>	63	192 995	(D)	(D)	(D)
531	Department stores <sup>3</sup>	17	170 794	22 835	5 043	3 236
533	Variety stores	26	(D)	1 972	492	424
539	Miscellaneous general merchandise stores	20	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	328	357 032	36 626	8 612	3 662
541	Grocery stores	184	340 109	34 163	8 021	3 211
55 ex. 554	<b>Automotive dealers</b>	292	342 260	33 023	7 827	2 481
554	<b>Gasoline service stations</b>	266	106 224	6 595	1 663	1 209
56	<b>Apparel and accessory stores</b>	274	53 304	6 627	1 512	1 144
561	Men's and boys' clothing and furnishings stores	42	13 238	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	118	19 140	2 488	639	545
562	Women's ready-to-wear stores	95	16 780	2 246	586	502
565	Family clothing stores	34	7 603	920	176	149
566	Shoe stores	50	10 908	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	30	2 415	169	43	42
57	<b>Furniture, home furnishings, and equipment stores</b>	331	71 371	9 004	2 124	956
5712	Furniture stores	82	27 946	3 687	858	344
5713, 4, 9	Home furnishings stores	111	16 538	2 406	532	240
572, 3	Household appliance, radio, television, and music stores	138	26 887	2 911	734	372
58	<b>Eating and drinking places</b>	662	125 386	31 145	7 375	7 528
5812	Eating places	542	114 919	28 859	6 765	6 949
5813	Drinking places (alcoholic beverages)	120	10 467	2 286	610	579
591	<b>Drug and proprietary stores</b>	85	56 680	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	862	102 207	10 935	2 588	1 813
592	Liquor stores	94	32 814	2 858	686	492
594	Miscellaneous shopping goods stores	355	43 377	5 228	1 210	809
5992	Florists	45	3 675	568	130	123

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Oxnard-Simi Valley SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Ventura (San Buenaventura)</b>			
	<b>Retail stores<sup>3</sup></b>	(NA)	(D)	75.1
52	Building materials, hardware, garden supply, and mobile home dealers	(NA)	10.4	43.8
525	Hardware stores	(NA)	137.6	55.5
52 ex. 525	Other	(NA)	(D)	41.8
53	<b>General merchandise group stores</b>	(NA)	31.3	58.3
531	Department stores <sup>4</sup>	(NA)	34.9	71.8
533	Variety stores	(NA)	(D)	-7.8
539	Miscellaneous general merchandise stores	(NA)	-43.1	-8.4
54	<b>Food stores<sup>5</sup></b>	(NA)	95.4	79.8
541	Grocery stores	(NA)	93.7	83.3
55 ex. 554	<b>Automotive dealers</b>	(NA)	125.6	84.7
554	<b>Gasoline service stations</b>	(NA)	52.3	58.8
56	<b>Apparel and accessory stores</b>	(NA)	(D)	58.9
561	Men's and boys' clothing and furnishings stores	(NA)	(D)	75.2
562, 3, 8	Women's clothing and specialty stores and furriers	(NA)	(D)	62.0
562	Women's ready-to-wear stores	(NA)	(D)	52.0
565	Family clothing stores	(NA)	(D)	18.1
568	Shoe stores	(NA)	(D)	54.1
564, 9	Other apparel and accessory stores	(NA)	-58.1	264.8
57	<b>Furniture, home furnishings, and equipment stores</b>	(NA)	96.1	89.7
5712	Furniture stores	(NA)	(D)	58.3
5713, 4, 9	Home furnishings stores	(NA)	89.5	130.6
572, 3	Household appliance, radio, television, and music stores	(NA)	(D)	110.1
58	<b>Eating and drinking places</b>	(NA)	82.5	95.7
5812	Eating places	(NA)	91.2	104.3
5813	Drinking places (alcoholic beverages)	(NA)	20.5	33.7
591	<b>Drug and proprietary stores</b>	(NA)	45.0	74.1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b>	(NA)	97.1	100.3
592	Liquor stores	(NA)	(D)	78.2
594	Miscellaneous shopping goods stores	(NA)	109.1	122.8
5992	Florists	(NA)	(D)	71.1

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

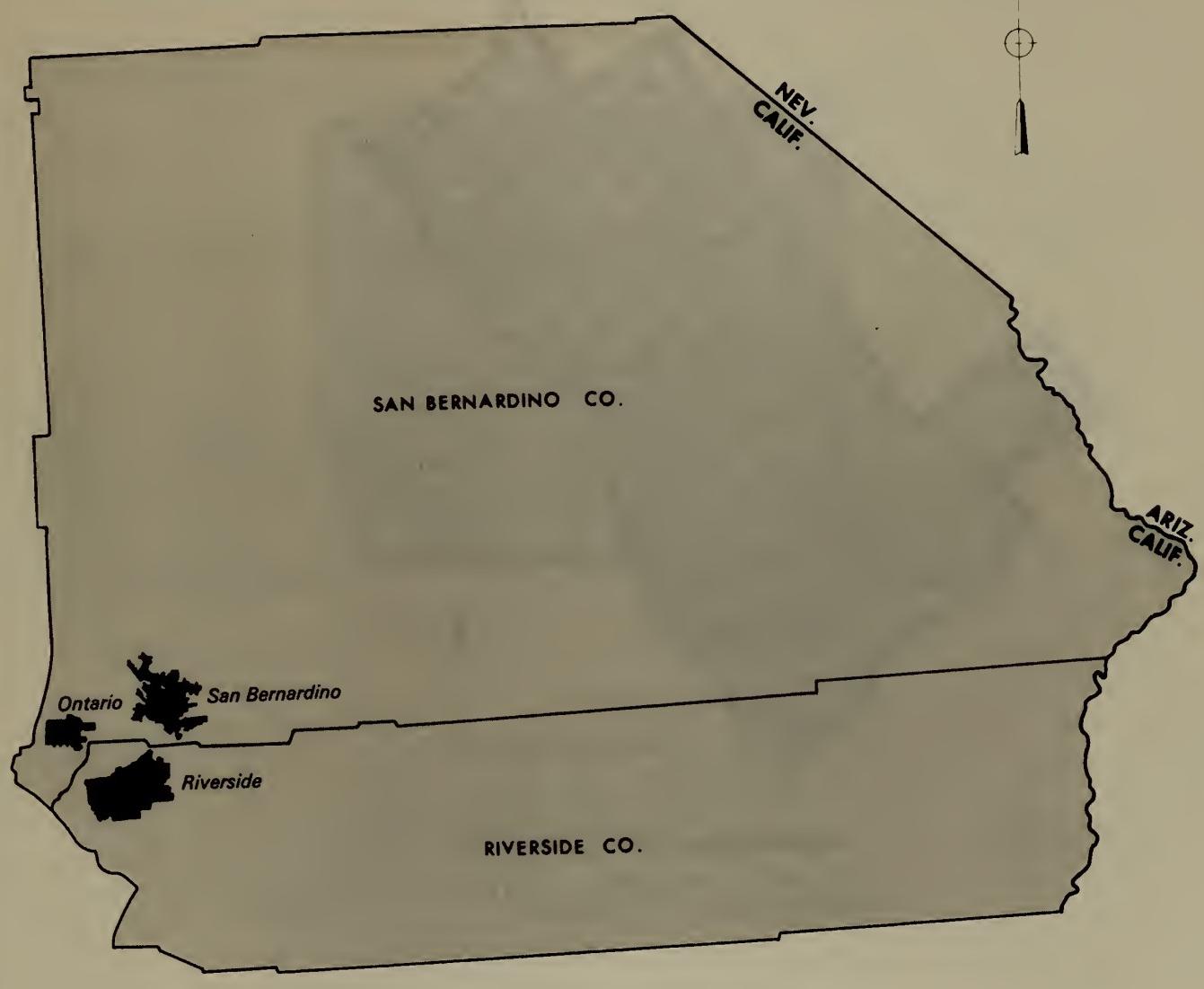
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Ventura (San Buenaventura)</b>					
	Retail stores <sup>1</sup> -----	(D)	1.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	(D)	5.3
525 52 ex. 525	Hardware stores -----	(D)	(D)	(D)	(D)	0.8
	Other -----	(D)	(D)	(D)	(D)	4.5
53	General merchandise group stores -----	(D)	(D)	(D)	16.1	13.0
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	11.5
533	Variety stores -----	3.1	0.8	(D)	0.9	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	-	0.7	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	(D)	24.0
541	Grocery stores -----	(D)	(D)	(D)	(D)	22.9
55 ex. 554	Automotive dealers -----	5.9	2.0	23.2	(D)	23.0
554	Gasoline service stations -----	7.9	1.5	5.5	(D)	7.1
56	Apparel and accessory stores -----	(D)	1.2	2.3	3.4	3.6
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	(D)	1.3
562	Women's ready-to-wear stores -----	6.7	(D)	(D)	1.8	1.1
565	Family clothing stores -----	(D)	(D)	(D)	0.2	0.5
566	Shoe stores -----	8.7	(D)	(D)	0.5	0.7
564, 9	Other apparel and accessory stores -----	(D)	-	-	-	0.2
57	Furniture, home furnishings, and equipment stores -----	12.9	4.2	10.4	(D)	4.8
5712 5713, 4, 9 572, 3	Furniture stores -----	13.3	3.4	3.3	(D)	1.9
	Home furnishings stores -----	18.0	5.5	3.2	(D)	1.1
	Household appliance, radio, television, and music stores -----	10.3	4.2	4.0	(D)	1.8
58	Eating and drinking places -----	19.8	4.3	18.6	(D)	8.4
5812 5813	Eating places -----	19.2	4.1	16.6	(D)	7.7
	Drinking places (alcoholic beverages) -----	25.8	5.4	2.0	(D)	0.7
591	Drug and proprietary stores -----	(D)	(D)	(D)	3.0	3.8
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	25.7	(D)	(D)	6.8	6.9
592	Liquor stores -----	13.9	2.7	3.0	(D)	2.2
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	0.2	2.9
5992	Florists -----	(D)	9.5	1.2	0.2	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**RIVERSIDE-SAN BERNARDINO-ONTARIO****Standard Metropolitan Statistical Area**

0 10 20 30 40 50 MILES

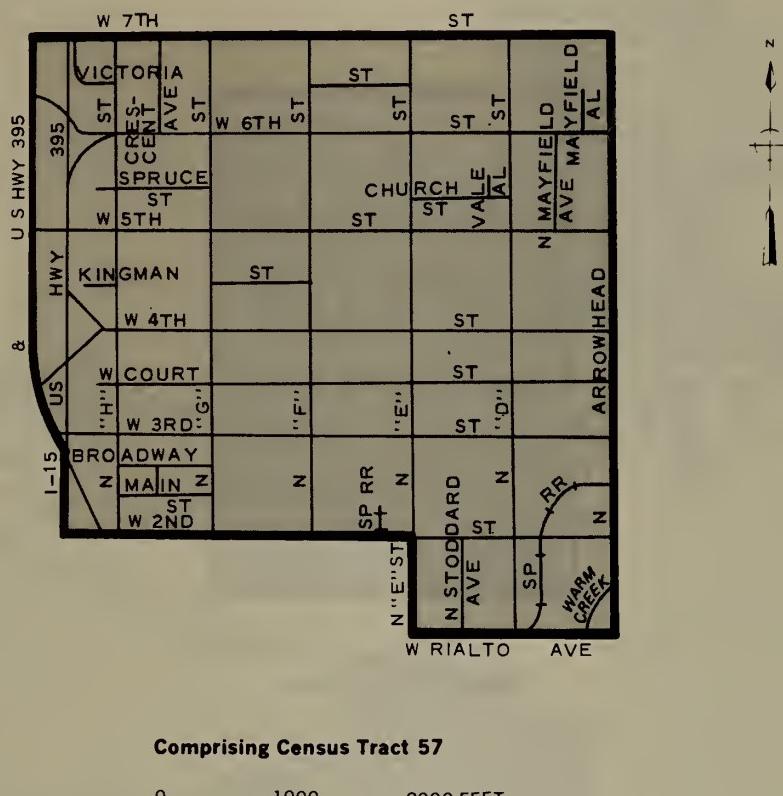
# RIVERSIDE-SAN BERNARDINO-ONTARIO

## Riverside Central Business District



# RIVERSIDE-SAN BERNARDINO-ONTARIO

## San Bernardino Central Business District



# RIVERSIDE-SAN BERNARDINO-ONTARIO

**Ontario**

**Central Business District**

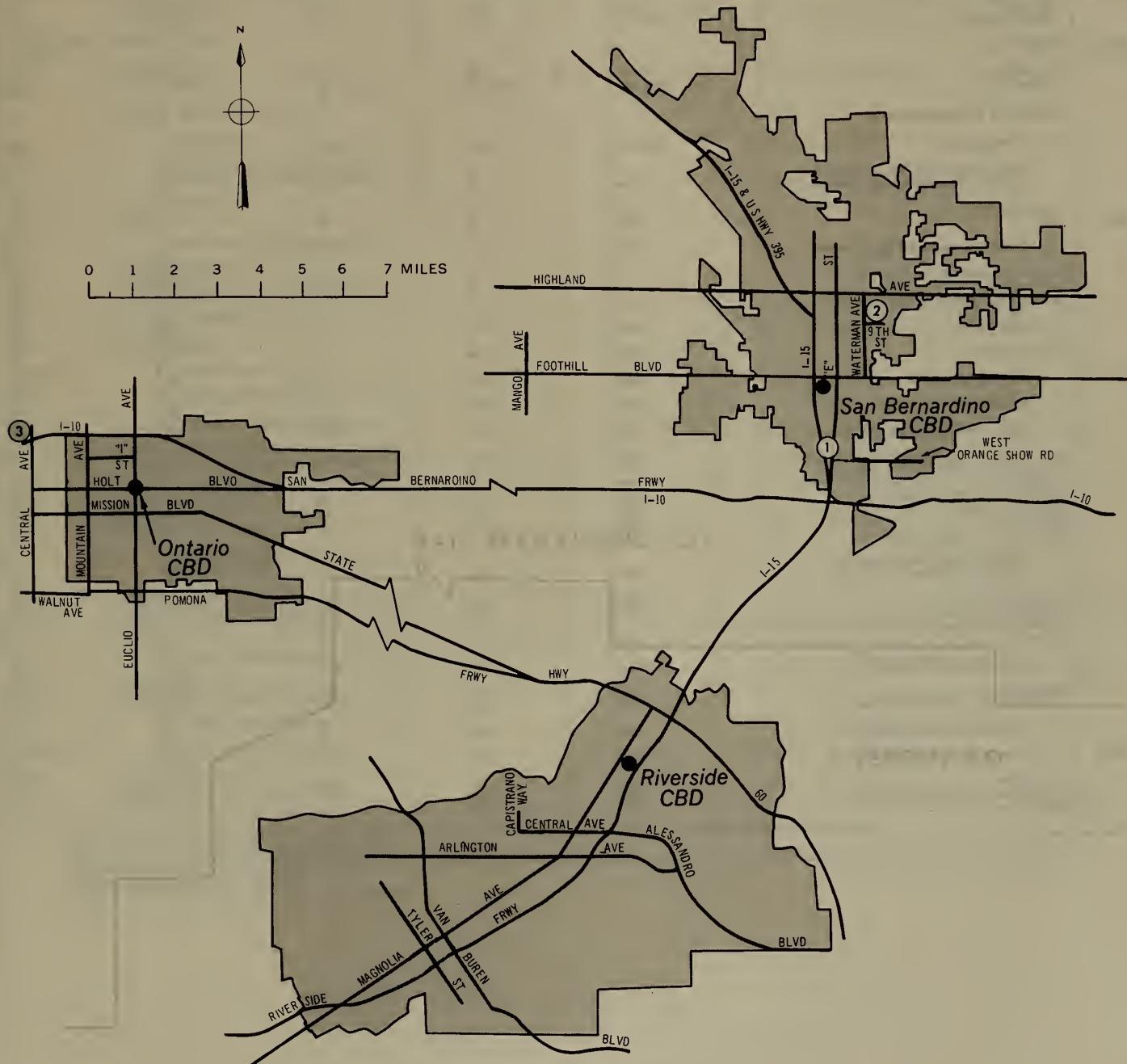


Comprising Census Tract 14

0 1000 2000 FEET

# RIVERSIDE-SAN BERNARDINO-ONTARIO

## Major Retail Centers



● Central Business Districts  
 (1) (1) Major Retail Centers (boundary descriptions are in appendix E)  
 [ ] Central Cities

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts
			Riverside	San Bernardino	Ontario	
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number -----	10 757	1 157	1 123	517	122
	Sales (\$1,000) -----	4 540 065	697 768	700 779	245 163	34 148
	Payroll entire year (\$1,000) -----	538 958	84 981	86 986	28 443	4 770
	Paid employees for week including March 12 -----	76 857	11 595	12 540	3 649	801
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	3 732	358	416	185	39
	Sales (\$1,000) -----	1 538 502	(D)	(D)	85 260	11 268
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	2 838	351	323	112	34
	Sales (\$1,000) -----	1 138 476	(D)	(D)	41 983	8 432
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	4 187	448	384	220	49
	Sales (\$1,000) -----	1 863 087	293 282	247 486	117 920	14 448
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1, 2</sup></b> -----	10 757	1 157	1 123	517	122
52	Building materials, hardware, garden supply, and mobile home dealers -----	628	57	40	18	1
525	Hardware stores -----	98	8	7	2	-
52 ex. 525	Other -----	530	49	33	16	1
53	<b>General merchandise group stores</b> -----	218	23	20	6	2
531	Department stores <sup>4</sup> -----	50	11	11	1	-
533	Variety stores -----	81	6	5	5	-
539	Miscellaneous general merchandise stores -----	87	6	4	-	1
54	<b>Food stores<sup>5</sup></b> -----	1 211	104	122	59	7
541	Grocery stores -----	762	59	72	38	4
55 ex. 554	<b>Automotive dealers</b> -----	909	109	110	52	17
554	Gasoline service stations -----	1 003	101	92	57	10
56	<b>Apparel and accessory stores</b> -----	765	87	109	22	7
561	Men's and boys' clothing and furnishings stores -----	109	12	15	3	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	318	33	45	6	3
562	Women's ready-to-wear stores -----	270	31	35	5	3
565	Family clothing stores -----	107	11	9	5	2
566	Shoe stores -----	158	25	32	3	2
564, 9	Other apparel and accessory stores -----	73	6	8	5	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	927	119	101	43	14
5712	Furniture stores -----	288	35	30	12	9
5713, 4, 9	Home furnishings stores -----	299	43	25	12	2
572, 3	Household appliance, radio, television, and music stores -----	340	41	46	19	3
58	<b>Eating and drinking places</b> -----	2 292	226	271	113	30
5812	Eating places -----	1 784	183	203	87	24
5813	Drinking places (alcoholic beverages) -----	508	43	68	26	6
591	<b>Drug and proprietary stores</b> -----	229	28	23	13	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	2 575	303	235	134	32
592	Liquor stores -----	306	37	40	15	4
594	Miscellaneous shopping goods stores -----	928	122	93	41	11
5992	Florists -----	142	17	15	6	2

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.		Major retail centers		
		San Bernardino	Ontario	No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number -----	128	122	74	32	78
	Sales (\$1,000) -----	114 982	51 401	88 835	18 447	94 744
	Payroll entire year (\$1,000) -----	17 295	8 211	12 238	2 143	11 930
	Paid employees for week including March 12 -----	2 643	778	1 710	320	1 883
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	40	30	11	8	11
	Sales (\$1,000) -----	8 775	13 725	8 073	1 447	9 295
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	65	48	57	10	59
	Sales (\$1,000) -----	78 105	12 009	80 232	13 166	84 383
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>					
	Number -----	23	44	8	14	8
	Sales (\$1,000) -----	28 102	25 667	530	3 834	1 068
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1, 2</sup></b> -----	128	122	74	32	78
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	4	-	1	-
525	<b>Herdware stores</b> -----	-	-	-	-	-
52 ex. 525	<b>Other</b> -----	-	4	-	1	-
53	<b>General merchandise group stores</b> -----	5	2	4	1	8
531	<b>Department stores<sup>4</sup></b> -----	3	-	3	1	4
533	<b>Variety stores</b> -----	1	2	1	-	1
539	<b>Miscellaneous general merchandise stores</b> -----	1	-	-	-	1
54	<b>Food atores<sup>5</sup></b> -----	7	8	5	2	5
541	<b>Grocery stores</b> -----	1	2	1	1	1
55 ex. 554	<b>Automotive dealers</b> -----	5	9	-	5	-
554	<b>Gasoline service stations</b> -----	4	10	2	1	2
56	<b>Apparel and accessory stores</b> -----	30	8	34	-	36
561	Men's and boys' clothing and furnishings stores -----	6	2	7	-	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	2	13	-	15
562	Women's ready-to-wear stores -----	13	2	10	-	14
565	Femly clothing stores -----	1	2	1	-	-
566	Shoe stores -----	8	1	10	-	12
564, 9	Other apparel and accessory stores -----	-	1	3	-	3
57	<b>Furniture, home furnishings, and equipment stores</b> -----	8	21	7	7	6
5712	<b>Furniture stores</b> -----	2	6	2	1	-
5713, 4, 9	<b>Home furnishings stores</b> -----	2	2	-	3	2
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	4	13	5	3	4
58	<b>Eating and drinking places</b> -----	31	19	6	5	5
5812	<b>Eating places</b> -----	27	15	6	4	5
5813	<b>Drinking places (alcoholic beverages)</b> -----	4	4	-	1	-
591	<b>Drug and proprietary stores</b> -----	2	5	-	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	38	38	16	9	15
592	Liquor stores -----	3	3	-	-	-
594	Miscellaneous shopping goods stores -----	22	17	12	2	11
5992	Florists -----	1	1	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Riverside CBD</b>					
	<b>Retail stores<sup>2</sup></b>	122	34 148	4 770	1 131	801
52	Building materials, hardware, garden supply, and mobile home dealers	1	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	General merchandise group stores	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	-	-	-	-	-
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	7	(D)	(D)	(D)	(D)
541	Grocery stores	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	17	9 355	1 298	307	126
554	Gasoline service stations	10	2 220	190	47	29
56	Apparel and accessory stores	7	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores	-	-	-	-	-
562, 3, 8	Women's clothing and specialty stores and furriers	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	3	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	14	3 012	507	122	65
5712	Furniture stores	9	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	3	(D)	(D)	(D)	(D)
58	Eating and drinking places	30	4 991	1 213	311	363
5812	Eating places	24	4 485	1 083	274	335
5813	Drinking places (alcoholic beverages)	6	506	130	37	28
591	Drug and proprietary stores	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	32	(D)	(D)	(D)	(D)
592	Liquor stores	4	1 517	121	30	28
594	Miscellaneous shopping goods stores	11	1 737	285	68	48
5992	Florists	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Bernardino CBD</b>					
	<b>Retail stores<sup>2</sup></b>	128	114 982	17 295	4 280	2 643
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	5	56 573	9 439	2 435	1 470
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	7	(D)	(D)	(D)	(D)
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	5	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	4	1 303	78	18	14
56	<b>Apparel and accessory stores</b>	30	10 233	1 173	259	195
561	Men's and boys' clothing and furnishings stores	6	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	15	5 418	579	145	121
562	Women's ready-to-wear stores	13	(D)	(D)	(D)	(D)
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	8	2 722	306	44	31
564, 9	Other apparel and accessory stores	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores</b>	8	2 924	381	93	44
5712	Furniture stores	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	4	1 323	156	51	24
58	<b>Eating and drinking places</b>	31	6 978	1 755	413	418
5812	Eating places	27	6 563	1 689	393	395
5813	Drinking places (alcoholic beverages)	4	415	66	20	21
591	<b>Drug and proprietary stores</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	36	(D)	(D)	(D)	(D)
592	Liquor stores	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	22	8 375	1 224	331	151
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see Introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Ontario CBD</b>					
	Retail stores <sup>2</sup> -----	122	51 401	8 211	1 446	778
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	—	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	—	—	—	—	—
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	—	—	—	—	—
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	9	17 248	1 560	376	110
554	Gasoline service stations-----	10	4 046	341	93	51
56	Apparel and accessory stores-----	8	3 211	431	98	70
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	2	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	21	4 837	822	140	66
5712	Furniture stores -----	6	2 381	324	76	29
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	13	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	19	3 134	888	185	175
5812	Eating places -----	15	2 774	812	170	159
5813	Drinking places (alcoholic beverages) -----	4	360	76	15	18
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	38	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	1 022	30	6	6
594	Miscellaneous shopping goods stores -----	17	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Riverside</b>					
	<b>Retail stores<sup>2</sup></b>	1 157	897 768	84 981	19 869	11 595
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	57	46 640	5 148	957	390
525	Hardware stores	8	(D)	450	109	52
52 ex. 525	Other	49	(D)	4 698	848	338
53	<b>General merchandise group stores</b>	23	146 480	19 059	4 366	2 944
531	Department stores <sup>3</sup>	11	138 217	17 876	4 105	2 707
533	Variety stores	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	104	107 730	12 023	2 655	1 056
541	Grocery stores	59	103 282	11 428	2 503	929
55 ex. 554	<b>Automotive dealers</b>	109	186 802	18 210	4 418	1 390
554	<b>Gasoline service stations</b>	101	37 433	2 473	564	415
56	<b>Apparel and accessory stores</b>	87	(D)	2 967	676	492
561	Men's and boys' clothing and furnishings stores	12	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	33	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	31	(D)	1 079	258	194
565	Family clothing stores	11	3 918	(D)	(D)	(D)
566	Shoe stores	25	6 102	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	6	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	119	28 797	3 643	854	423
5712	Furniture stores	35	12 147	1 519	352	166
5713, 4, 9	Home furnishings stores	43	6 156	735	177	82
572, 3	Household appliance, radio, television, and music stores	41	10 494	1 389	325	175
58	<b>Eating and drinking places</b>	226	56 174	13 738	3 302	3 322
5812	Eating places	183	52 661	13 079	3 130	3 132
5813	Drinking places (alcoholic beverages)	43	3 513	659	172	190
591	<b>Drug and proprietary stores</b>	28	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	303	42 641	(D)	(D)	(D)
592	Liquor stores	37	11 487	950	240	177
594	Miscellaneous shopping goods stores	122	20 434	2 459	636	442
5992	Florists	17	(D)	317	71	67

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Bernardino</b>					
	<b>Retail stores<sup>2</sup></b>	1 123	700 779	88 988	20 668	12 540
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	40	42 684	(D)	(D)	(D)
525	Hardware stores	7	(D)	432	99	60
52 ex. 525	Other	33	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	20	200 423	25 928	8 241	3 754
531	Department stores <sup>3</sup>	11	190 326	24 615	5 948	3 503
533	Variety stores	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	122	78 917	8 760	1 999	938
541	Grocery stores	72	72 115	7 747	1 747	719
55 ex. 554	<b>Automotive dealers</b>	110	154 069	15 120	3 569	1 197
554	<b>Gasoline service stations</b>	92	29 189	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	109	(D)	3 909	872	631
561	Men's and boys' clothing and furnishings stores	15	(D)	1 143	263	160
562, 3, 8	Women's clothing and specialty stores and furriers	45	(D)	1 474	356	299
562	Women's ready-to-wear stores	35	9 393	1 240	301	255
565	Family clothing stores	9	(D)	121	23	26
566	Shoe stores	32	7 962	980	187	113
564, 9	Other apparel and accessory stores	8	(D)	191	43	33
57	<b>Furniture, home furnishings, and equipment stores</b>	101	43 445	5 321	1 235	539
5712	Furniture stores	30	21 974	2 770	610	240
5713, 4, 9	Home furnishings stores	25	4 888	575	136	73
572, 3	Household appliance, radio, television, and music stores	46	16 583	1 976	489	226
58	<b>Eating and drinking places</b>	271	56 864	14 144	3 409	3 525
5812	Eating places	203	50 909	12 903	3 065	3 177
5813	Drinking places (alcoholic beverages)	68	5 955	1 241	344	348
591	<b>Drug and proprietary stores</b>	23	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	235	46 484	5 646	1 318	931
592	Liquor stores	40	11 817	821	205	178
594	Miscellaneous shopping goods stores	93	24 940	2 950	678	424
5992	Florists	15	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Ontario</b>					
	<b>Retail stores<sup>2</sup></b>	517	245 183	28 443	8 812	3 849
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	18	9 887	(D)	(D)	(D)
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	16	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	5	(D)	203	55	46
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	59	57 167	6 219	1 447	852
541	Grocery stores	38	53 672	5 678	1 313	490
55 ex. 554	<b>Automotive dealers</b>	52	73 626	8 008	1 749	545
554	<b>Gasoline service stations</b>	57	24 476	1 587	403	255
56	<b>Apparel and accessory stores</b>	22	8 131	981	246	182
561	Men's and boys' clothing and furnishings stores	3	1 086	111	26	24
562, 3, 8	Women's clothing and specialty stores and fumers	6	(D)	165	41	36
562	Women's ready-to-wear stores	5	1 748	165	41	36
565	Family clothing stores	5	(D)	599	154	89
566	Shoe stores	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	5	521	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	43	(D)	(D)	(D)	(D)
5712	Furniture stores	12	2 977	351	82	35
5713, 4, 9	Home furnishings stores	12	1 346	129	30	21
572, 3	Household appliance, radio, television, and music stores	19	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	113	19 700	5 063	1 153	1 109
5812	Eating places	87	17 786	4 685	1 058	1 028
5813	Drinking places (alcoholic beverages)	26	1 914	378	95	81
591	<b>Drug and proprietary stores</b>	13	8 393	1 407	417	166
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	134	19 213	2 026	456	346
592	Liquor stores	15	(D)	269	62	52
594	Miscellaneous shopping goods stores	41	9 262	1 088	230	176
5992	Florists	6	(D)	60	16	20

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Riverside-San Bernardino-Ontario, Calif., SMSA					
	Retail stores <sup>2</sup> -----	10 757	4 540 065	538 958	127 439	76 857
52	Building materials, hardware, garden supply, and mobile home dealers -----	828	363 877	36 043	7 750	3 447
525	Hardware stores -----	98	32 906	3 932	923	521
52 ex. 525	Other -----	530	330 971	32 111	6 827	2 926
53	General merchandise group stores -----	218	848 901	80 600	18 659	12 122
531	Department stores <sup>3</sup> -----	50	556 224	69 844	16 185	10 256
533	Variety stores-----	81	46 430	6 259	1 486	1 216
539	Miscellaneous general merchandise stores-----	87	46 247	4 497	988	650
54	Food stores <sup>4</sup> -----	1 211	968 178	101 926	23 299	10 368
541	Grocery stores-----	762	902 797	93 615	21 263	8 745
55 ex. 554	Automotive dealers -----	909	939 032	93 793	22 044	7 425
554	Gasoline service stations-----	1 003	372 364	24 378	5 791	4 254
56	Apparel and accessory stores -----	765	173 204	21 017	5 175	3 514
561	Men's and boys' clothing and furnishings stores -----	109	41 221	4 910	1 254	750
562, 3, 8	Women's clothing and specialty stores and furs -----	318	63 536	7 862	1 981	1 510
562	Women's ready-to-wear stores -----	270	58 659	7 430	1 875	1 422
565	Family clothing stores -----	107	28 282	3 201	798	534
566	Shoe stores -----	158	33 001	4 343	973	583
564, 9	Other apparel and accessory stores -----	73	7 164	701	169	137
57	Furniture, home furnishings, and equipment stores-----	927	197 157	24 715	5 916	2 741
5712	Furniture stores -----	288	89 374	11 463	2 688	1 141
5713, 4, 9	Home furnishings stores -----	299	37 978	4 641	1 137	562
572, 3	Household appliance, radio, television, and music stores -----	340	69 805	8 611	2 091	1 038
58	Eating and drinking places-----	2 292	418 860	102 980	24 985	24 950
5812	Eating places -----	1 784	378 732	94 776	22 879	22 899
5813	Drinking places (alcoholic beverages) -----	508	40 128	8 204	2 106	2 051
591	Drug and proprietary stores -----	229	151 464	21 252	6 057	2 472
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	2 575	307 028	32 254	7 763	5 564
592	Liquor stores -----	306	101 509	8 164	1 952	1 521
594	Miscellaneous shopping goods stores -----	928	119 214	13 996	3 397	2 404
5992	Florists -----	142	11 335	1 918	461	412

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Riverside</b>					
	<b>Retail stores<sup>2</sup></b>	142	47 218	8 443	1 587	1 125
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	8	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	8	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	4	889	112	28	22
531	Department stores <sup>3</sup>	-	-	-	-	-
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	22	19 503	2 676	885	343
554	<b>Gasoline service stations</b>	11	1 807	189	47	44
56	<b>Apparel and accessory stores</b>	10	2 811	335	74	95
561	Men's and boys' clothing and furnishings stores	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	5	661	122	32	37
562	Women's ready-to-wear stores	4	(D)	(D)	(D)	(D)
565	Family clothing stores	-	-	-	-	-
566	Shoe stores	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores</b>	18	4 079	580	140	98
5712	Furniture stores	11	2 930	456	112	71
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	31	3 574	860	223	316
5812	Eating places	23	2 807	692	179	276
5813	Drinking places (alcoholic beverages)	8	767	168	44	40
591	<b>Drug and proprietary stores</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	34	3 969	549	135	108
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	16	2 515	373	89	64
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Bernardino</b>					
	<b>Retail stores<sup>2</sup></b> -----	112	41 716	7 017	1 747	1 535
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	7	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	5	2 389	301	70	84
55 ex. 554	Automotive dealers -----	8	3 907	511	118	48
554	Gasoline service stations -----	5	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	25	4 076	640	135	118
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	1 847	283	62	78
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	8	1 785	293	53	23
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	2 063	227	58	39
5712	Furniture stores -----	3	1 310	139	32	23
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	23	3 204	853	218	286
5812	Eating places -----	18	2 830	765	201	254
5813	Drinking places (alcoholic beverages) -----	5	374	88	17	32
591	Drug and proprietary stores -----	-	-	-	-	-
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	30	3 787	480	109	79
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	15	2 167	329	70	47
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Ontario</b>					
	<b>Retail stores<sup>2</sup></b>	109	32 780	4 152	984	782
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	778	98	23	14
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b> -----	5	1 382	244	56	68
531	Department stores <sup>3</sup> -----	—	—	—	—	—
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores</b> -----	10	7 068	750	185	123
55 ex. 554	<b>Automotive dealers</b> -----	9	7 848	884	218	98
554	<b>Gasoline service stations</b> -----	10	1 084	147	31	25
58	<b>Apparel and accessory stores</b> -----	11	4 381	471	109	120
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	2 004	234	50	57
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -----	14	3 835	433	88	55
5712	Furniture stores -----	5	1 863	228	37	24
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b> -----	14	1 979	468	112	141
5812	Eating places -----	9	1 593	414	100	129
5813	Drinking places (alcoholic beverages) -----	5	386	54	12	12
591	<b>Drug and proprietary stores</b> -----	6	1 943	332	86	51
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b> -----	25	2 482	327	78	87
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	1 736	253	60	53
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Riverside</b>			
	<b>Retail stores<sup>2</sup></b>	-27.7	78.7	76.9
52	Building materials, hardware, garden supply, and mobile home dealers	-98.8	112.7	123.4
525	Hardware stores	-	-33.5	22.8
52 ex. 525	Other	-98.8	158.4	143.2
53	<b>General merchandise group stores</b>	(D)	(D)	82.5
531	Department stores <sup>3</sup>	-	83.4	92.4
533	Variety stores	-8.4	(D)	7.3
539	Miscellaneous general merchandise stores	-98.6	30.5	99.5
54	<b>Food stores<sup>4</sup></b>	151.2	85.3	63.7
541	Grocery stores	(NA)	66.4	63.8
55 ex. 554	<b>Automotive dealers</b>	-52.0	82.2	81.1
554	<b>Gasoline service stations</b>	22.9	81.5	87.2
56	<b>Apparel and accessory stores</b>	(D)	(D)	47.8
561	Men's and boys' clothing and furnishings stores	(D)	34.8	63.8
562, 3, 8	Women's clothing and specialty stores and furriers	(D)	103.1	36.4
562	Women's ready-to-wear stores	-54.8	136.9	38.2
565	Family clothing stores	(D)	(D)	43.5
566	Shoe stores	121.9	(D)	42.8
564, 9	Other apparel and accessory stores	-	181.5	171.1
57	<b>Furniture, home furnishings, and equipment stores</b>	-26.2	61.0	64.5
5712	Furniture stores	(D)	(D)	49.4
5713, 4, 9	Home furnishings stores	27.3	93.5	132.3
572, 3	Household appliance, radio, television, and music stores	-11.3	(D)	59.7
58	<b>Eating and drinking places</b>	39.8	82.3	84.3
5812	Eating places	59.8	88.6	95.8
5813	Drinking places (alcoholic beverages)	-34.0	21.6	18.2
591	<b>Drug and proprietary stores</b>	-63.7	(D)	86.4
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	(D)	(D)	80.7
592	Liquor stores	(D)	(D)	65.4
594	Miscellaneous shopping goods stores	-30.9	95.4	84.3
5992	Florists	46.0	(D)	65.5

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>San Bernardino</b>			
	Retail stores <sup>2</sup> -----	175.6	61.0	76.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	116.2	123.4
525	Hardware stores -----	-	-6.2	22.8
52 ex. 525	Other -----	-	141.9	143.2
53	General merchandise group stores -----	(D)	(D)	82.5
531	Department stores <sup>3</sup> -----	172.3	55.9	92.4
533	Variety stores -----	128.8	(D)	7.3
539	Miscellaneous general merchandise stores -----	-68.3	-12.7	99.5
54	Food stores <sup>4</sup> -----	(D)	25.9	63.7
541	Grocery stores -----	(NA)	27.6	63.8
55 ex. 554	Automotive dealers -----	(D)	68.9	81.1
554	Gasoline service stations -----	(D)	38.7	67.2
56	Apparel and accessory stores -----	151.1	(D)	47.8
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	63.8
562, 3, 8	Women's clothing and specialty stores and fumers -----	193.3	(D)	36.4
562	Women's ready-to-wear stores -----	140.7	(D)	38.2
565	Family clothing stores -----	(D)	-63.4	43.5
566	Shoe stores -----	52.5	28.5	42.8
564, 9	Other apparel and accessory stores -----	(D)	59.5	171.1
57	Furniture, home furnishings, and equipment stores-----	41.7	128.9	64.5
5712	Furniture stores -----	(D)	154.7	49.4
5713, 4, 9	Home furnishings stores -----	(D)	(D)	132.3
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	59.7
58	Eating and drinking places-----	117.8	89.3	84.3
5812	Eating places -----	131.9	100.4	95.8
5813	Drinking places (alcoholic beverages) -----	11.0	28.6	18.2
591	Drug and proprietary stores -----	(D)	(D)	86.4
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	80.7
592	Liquor stores -----	79.7	(D)	65.4
594	Miscellaneous shopping goods stores -----	286.5	80.2	84.3
5992	Florists -----	-30.4	33.0	65.5

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Ontario</b>			
	Retail stores <sup>2</sup> -----	58.8	66.4	78.9
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	54.1	123.4
525	Hardware stores -----	(D)	(D)	22.8
52 ex. 525	Other -----	(D)	(D)	143.2
53	General merchandise group stores -----	(D)	89.7	82.5
531	Department stores <sup>3</sup> -----	-	129.7	92.4
533	Variety stores -----	-20.3	(D)	7.3
539	Miscellaneous general merchandise stores -----	(D)	(D)	99.5
54	Food stores <sup>4</sup> -----	(D)	67.7	83.7
541	Grocery stores -----	(NA)	71.2	63.8
55 ex. 554	Automotive dealers -----	119.8	83.0	81.1
554	Gasoline service stations -----	273.2	87.9	67.2
56	Apparel and accessory stores -----	-26.7	14.6	47.8
561	Men's and boys' clothing and furnishings stores -----	-54.3	(D)	63.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	-19.9	(D)	36.4
562	Women's ready-to-wear stores -----	-19.5	(D)	38.2
565	Family clothing stores -----	(D)	11.3	43.5
566	Shoe stores -----	-92.8	-21.7	42.8
564, 9	Other apparel and accessory stores -----	38.4	(D)	171.1
57	Furniture, home furnishings, and equipment stores -----	26.1	(D)	64.5
5712	Furniture stores -----	27.8	(D)	49.4
5713, 4, 9	Home furnishings stores -----	-40.9	(D)	132.3
572, 3	Household appliance, radio, television, and music stores -----	39.6	10.7	59.7
58	Eating and drinking places -----	58.4	88.6	84.3
5812	Eating places -----	74.1	(D)	95.8
5813	Drinking places (alcoholic beverages) -----	-6.7	(D)	18.2
591	Drug and proprietary stores -----	(D)	67.5	86.4
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(D)	80.7
592	Liquor stores -----	(D)	(D)	65.4
594	Miscellaneous shopping goods stores -----	(D)	80.9	84.3
5992	Florists -----	56.9	138.2	65.5

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Riverside</b>					
	Retail stores <sup>1</sup> -----	4.9	0.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	6.7	8.0
525	Hardware stores -----	(D)	-	-	(D)	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	7.3
53	General merchandise group stores -----	(D)	(D)	(D)	21.0	14.3
531	Department stores <sup>2</sup> -----	-	-	-	19.8	12.3
533	Variety stores -----	(D)	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.0
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	15.4	21.3
541	Grocery stores -----	(D)	(D)	(D)	14.8	19.9
55 ex. 554	Automotive dealers -----	5.0	1.0	27.4	26.8	20.7
554	Gasoline service stations -----	5.9	0.6	6.5	5.4	8.2
56	Apparel and accessory stores -----	13.3	(D)	(D)	(D)	3.8
561	Men's and boys' clothing and furnishings stores -----	(D)	-	-	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	2.3	(D)	(D)	(D)	1.4
562	Women's ready-to-wear stores -----	2.5	(D)	(D)	(D)	1.3
565	Family clothing stores -----	(D)	(D)	(D)	0.6	0.6
566	Shoe stores -----	(D)	(D)	(D)	0.9	0.7
564, 9	Other apparel and accessory stores -----	(D)	-	-	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	10.5	1.5	8.8	4.1	4.3
5712	Furniture stores -----	(D)	(D)	(D)	1.7	2.0
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.5	1.5
58	Eating and drinking places -----	8.9	1.2	14.6	8.1	9.2
5812	Eating places -----	8.5	1.2	13.1	7.5	8.3
5813	Drinking places (alcoholic beverages) -----	14.4	1.3	1.5	0.5	0.9
591	Drug and proprietary stores -----	1.6	(D)	(D)	(D)	3.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	6.1	6.8
592	Liquor stores -----	13.2	1.5	4.4	1.6	2.2
594	Miscellaneous shopping goods stores -----	8.5	1.5	5.1	2.9	2.6
5992	Florists -----	21.0	(D)	(D)	(D)	0.2

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps.]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>San Bernardino</b>					
	Retail stores <sup>1</sup> -----	18.4	2.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	6.1	8.0
525	Hardware stores -----	(D)	-	-	(D)	0.7
52 ex. 525	Other -----	(D)	-	-	(D)	7.3
53	General merchandise group stores -----	28.2	8.7	49.2	28.6	14.3
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	27.2	12.3
533	Variety stores -----	(D)	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.0
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	11.3	21.3
541	Grocery stores -----	(D)	(D)	(D)	10.3	19.9
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	22.0	20.7
554	Gasoline service stations -----	4.5	0.3	1.1	4.2	8.2
56	Apparel and accessory stores -----	(D)	5.9	8.9	(D)	3.8
561	Men's and boys' clothing and furnishings stores -----	21.6	(D)	(D)	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and fitters -----	(D)	8.5	4.7	(D)	1.4
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	(D)	1.3
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.6
566	Shoe stores -----	34.2	8.2	2.4	1.1	0.7
564, 9	Other apparel and accessory stores -----	(D)	-	-	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	8.7	1.5	2.5	6.2	4.3
5712	Furniture stores -----	(D)	(D)	(D)	3.1	2.0
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.7	0.8
572, 3	Household appliance, radio, television, and music stores -----	8.0	1.9	1.2	2.4	1.5
58	Eating and drinking places -----	12.3	1.7	6.1	8.1	9.2
5812	Eating places -----	12.9	1.7	5.7	7.3	8.3
5813	Drinking places (alcoholic beverages) -----	7.0	1.0	0.4	0.8	0.9
591	Drug and proprietary stores -----	4.4	(D)	(D)	(D)	3.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	6.6	6.8
592	Liquor stores -----	(D)	(D)	(D)	1.7	2.2
594	Miscellaneous shopping goods stores -----	33.6	7.0	7.3	3.6	2.6
5992	Florists -----	(D)	(D)	(D)	(D)	0.2

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Ontario</b>					
	<b>Retail stores<sup>1</sup></b>	21.0	1.1	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	(D)	(D)	(D)	4.0	8.0
525	Hardware stores	(D)	—	—	(D)	0.7
52 ex. 525	Other	18.0	(D)	(D)	(D)	7.3
53	<b>General merchandise group stores</b>	3.2	(D)	(D)	(D)	14.3
531	Department stores <sup>2</sup>	(D)	—	—	(D)	12.3
533	Variety stores	36.0	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores	—	—	—	—	1.0
54	<b>Food stores<sup>3</sup></b>	(D)	(D)	(D)	23.3	21.3
541	Grocery stores	(D)	(D)	(D)	21.9	19.9
55 ex. 554	<b>Automotive dealers</b>	23.4	1.8	33.6	30.0	20.7
554	<b>Gasoline service stations</b>	16.5	1.1	7.9	10.0	8.2
56	<b>Apparel and accessory stores</b>	39.5	1.9	6.2	3.3	3.8
561	Men's and boys' clothing and furnishings stores	(D)	(D)	(D)	0.4	0.9
562, 3, 8	Women's clothing and specialty stores and furriers	30.8	(D)	(D)	(D)	1.4
562	Women's ready-to-wear stores	(D)	(D)	(D)	0.7	1.3
565	Family clothing stores	40.5	(D)	(D)	(D)	0.6
566	Shoe stores	(D)	(D)	(D)	(D)	0.7
564, 9	Other apparel and accessory stores	(D)	(D)	(D)	0.2	0.2
57	<b>Furniture, home furnishings, and equipment stores</b>	(D)	2.5	9.4	(D)	4.3
5712	Furniture stores	80.0	2.7	4.6	1.2	2.0
5713, 4, 9	Home furnishings stores	(D)	(D)	(D)	0.5	0.8
572, 3	Household appliance, radio, television, and music stores	66.2	(D)	(D)	(D)	1.5
58	<b>Eating and drinking places</b>	15.9	0.7	6.1	8.0	9.2
5812	Eating places	15.6	0.7	5.4	7.3	8.3
5813	Drinking places (alcoholic beverages)	18.8	0.9	0.7	0.8	0.9
591	<b>Drug and proprietary stores</b>	(D)	(D)	(D)	3.4	3.3
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	(D)	(D)	(D)	7.8	6.8
592	Liquor stores	(D)	1.0	2.0	(D)	2.2
594	Miscellaneous shopping goods stores	(D)	(D)	(D)	3.8	2.6
5992	Florists	(D)	(D)	(D)	(D)	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

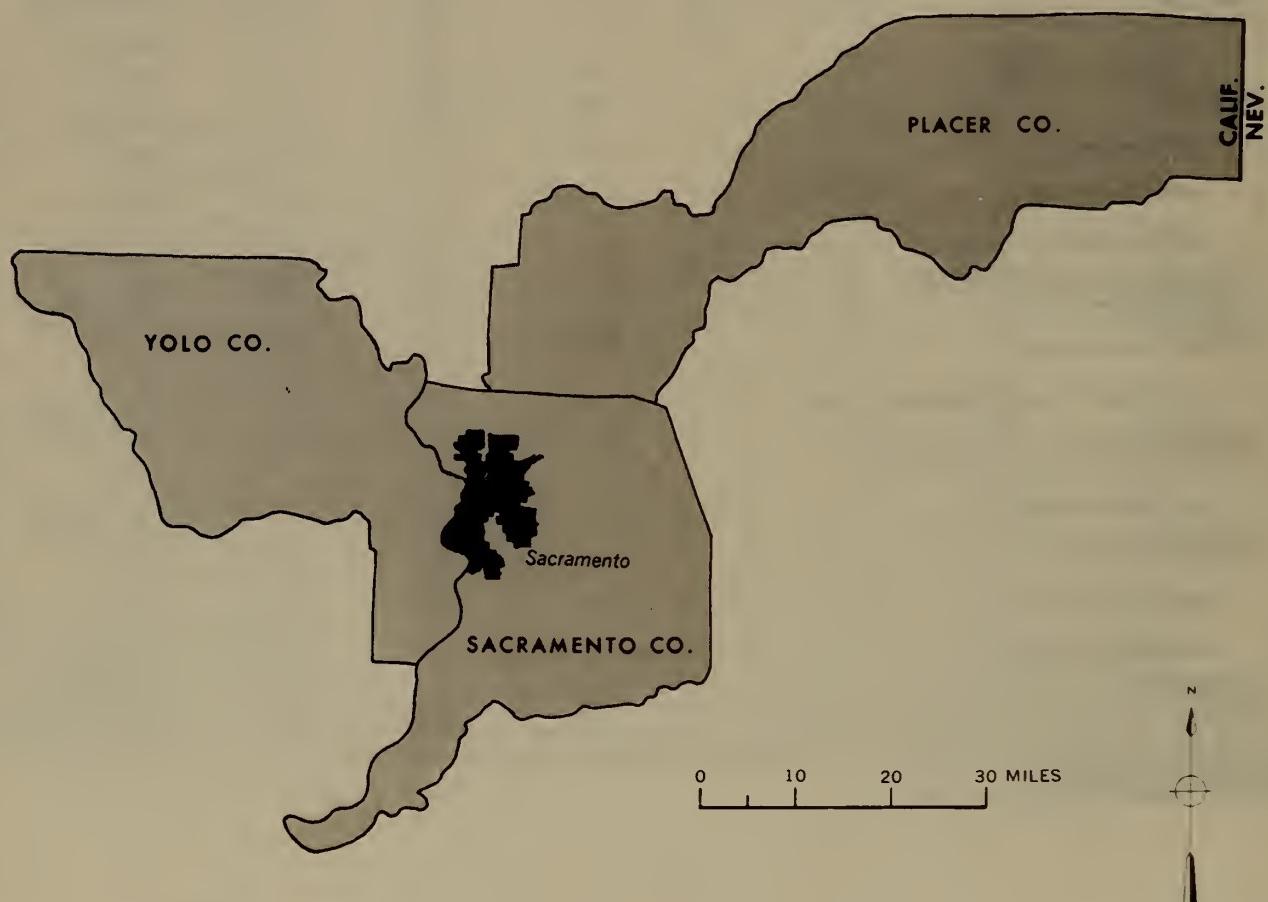
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# SACRAMENTO

**Standard Metropolitan Statistical Area**



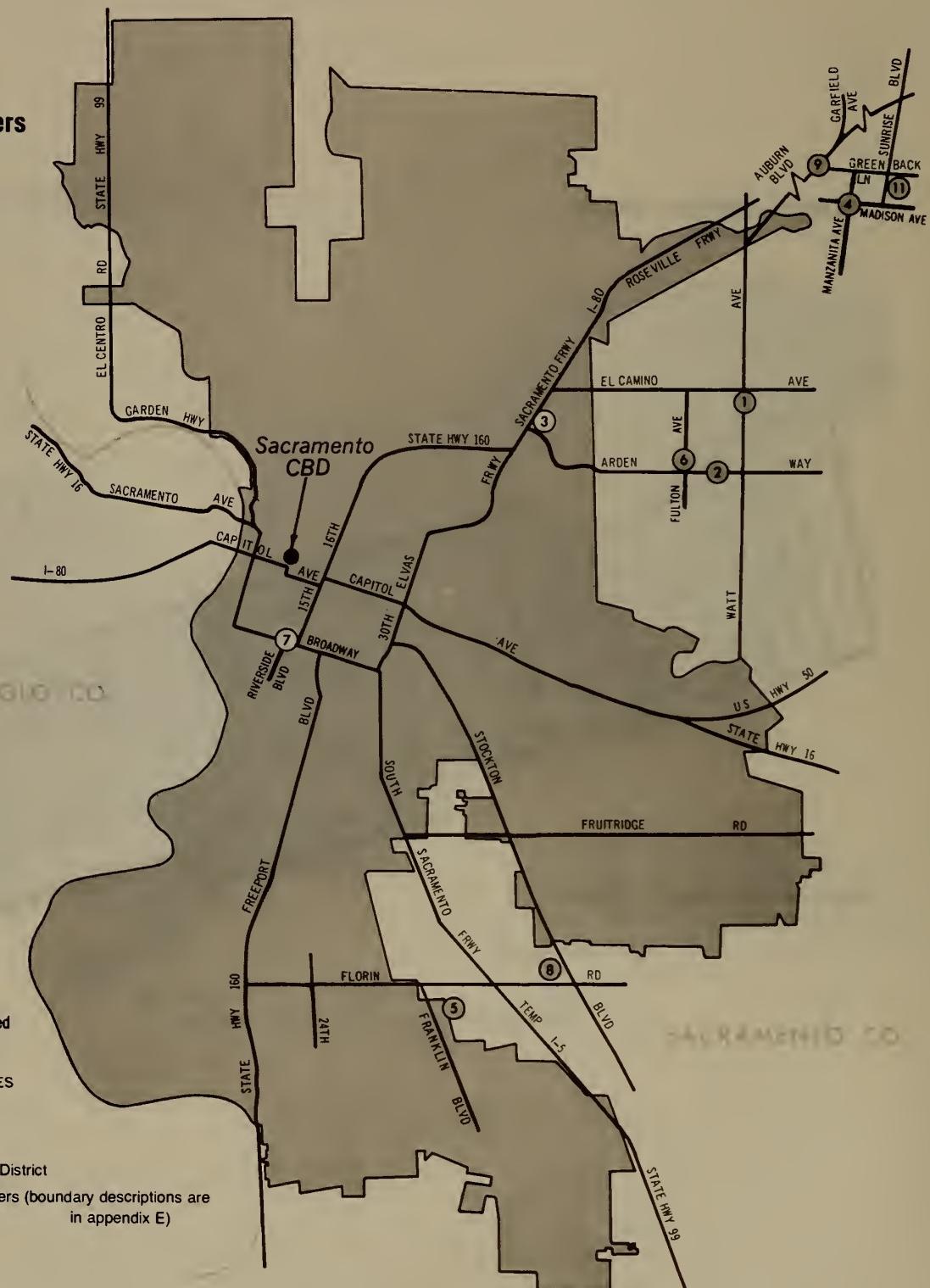
# SACRAMENTO

## Central Business District



## SACRAMENTO

## **Major Retail Centers**



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Major retail centers		
				Central business district	No. 1	No. 2
	Retail stores: <sup>1,2</sup>					
	Number .....	7 390	2 315	345	141	33
	Sales (\$1,000) .....	3 565 273	1 061 113	123 240	106 585	35 316
	Payroll entire year (\$1,000) .....	438 228	140 298	20 949	15 035	4 435
	Paid employees for week including March 12 .....	61 041	19 901	3 538	2 436	826
54, 58, 591	Convenience goods stores:					
	Number .....	2 738	963	148	28	13
	Sales (\$1,000) .....	1 263 633	391 650	30 642	15 532	18 347
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>					
	Number .....	1 984	578	131	91	9
	Sales (\$1,000) .....	935 852	296 677	67 891	83 727	11 501
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number .....	2 668	774	66	22	11
	Sales (\$1,000) .....	1 365 788	372 786	24 707	7 326	5 468
	Number of Establishments					
	Retail stores <sup>1,2</sup> .....	7 390	2 315	345	141	33
52	Building materials, hardware, garden supply, and mobile home dealers .....	348	99	2	2	2
525	Hardware stores .....	84	20	1	1	-
52 ax. 525	Other .....	264	79	1	1	2
53	General merchandise group stores .....	129	40	8	7	1
531	Department stores <sup>4</sup> .....	36	10	3	4	1
533	Variety stores .....	39	16	2	2	-
539	Miscellaneous general merchandise stores .....	54	14	3	1	2
54	Food stores <sup>5</sup> .....	860	280	21	11	2
541	Grocery stores .....	553	177	11	2	2
55 ex. 554	Automotive dealers .....	576	151	10	3	1
554	Gasoline service stations .....	646	189	7	3	7
56	Apparel and accessory stores .....	508	154	50	46	1
561	Men's and boys' clothing and furnishings stores .....	77	24	10	11	-
562, 3, 8	Women's clothing and specialty stores and furriers .....	201	63	21	20	1
562	Women's ready-to-wear stores .....	173	52	18	18	1
565	Family clothing stores .....	69	13	2	2	-
566	Shoe stores .....	112	39	13	11	-
564, 9	Other apparel and accessory stores .....	49	15	4	2	-
57	Furniture, home furnishings, and equipment stores .....	604	163	20	12	2
5712	Furniture stores .....	161	41	5	1	1
5713, 4, 9	Home furnishings stores .....	181	41	3	1	1
572, 3	Household appliance, radio, television, and music stores .....	262	81	12	10	-
58	Eating and drinking places .....	1 688	618	124	15	9
5812	Eating places .....	1 302	461	96	12	9
5813	Drinking places (alcoholic beverages) .....	386	157	28	3	-
591	Drug and proprietary stores .....	190	65	3	2	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	1 841	556	100	40	6
592	Liquor stores .....	162	52	5	3	-
594	Miscellaneous shopping goods stores .....	743	221	53	26	5
5992	Florists .....	112	37	6	1	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 11
54, 58, 591	Retail stores: <sup>1, 2</sup>							
	Number -----	22	65	34	42	112	104	191
	Sales (\$1,000) -----	13 546	111 814	54 570	32 102	164 317	72 240	170 592
	Payroll entire year (\$1,000) -----	1 846	12 573	5 497	3 970	20 727	9 662	23 699
54, 58, 591	Paid employees for week including March 12 -----	428	1 443	547	547	3 150	1 241	3 634
	Convenience goods stores:							
	Number -----	11	26	6	18	31	38	44
53, 56, 57; 594	Sales (\$1,000) -----	6 484	25 718	1 174	4 867	14 797	12 771	38 021
	Shopping goods stores (GAF): <sup>3</sup>							
53, 56, 57; 594	Number -----	4	23	10	8	60	32	117
	Sales (\$1,000) -----	6 068	18 702	18 443	23 477	104 611	33 755	125 392
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number -----	7	16	18	18	21	36	30
	Sales (\$1,000) -----	994	67 394	34 953	3 758	44 909	25 714	7 179
Number of Establishments								
Retail stores <sup>1, 2</sup> -----								
52	Building materials, hardware, garden supply, and mobile home dealers -----	22	65	34	42	112	104	191
525	Hardware stores -----	-	2	3	2	3	4	2
52 ex. 525	Other -----	-	2	3	1	-	1	-
53	General merchandise group stores -----	1	3	1	1	9	2	6
531	Department stores <sup>4</sup> -----	1	2	1	1	6	2	5
533	Variety stores -----	-	-	-	-	1	-	-
539	Miscellaneous general merchandise stores -----	-	1	-	-	2	-	1
54	Food stores <sup>5</sup> -----	4	4	1	3	9	4	13
541	Grocery stores -----	2	3	1	2	2	2	5
55 ex. 554	Automotive dealers -----	1	8	8	3	4	16	2
554	Gasoline service stations -----	2	4	4	6	8	7	3
56	Apparel and accessory stores -----	-	6	-	3	27	6	57
561	Men's and boys' clothing and furnishings stores -----	-	1	-	1	9	1	8
562, 3, 8	Women's clothing and specialty stores and fumiers -----	-	-	-	-	-	-	-
562	Women's ready-to-wear stores -----	-	1	-	-	8	2	26
565	Family clothing stores -----	-	1	-	-	7	2	22
566	Shoe stores -----	-	-	-	-	1	2	4
564, 9	Other apparel and accessory stores -----	-	3	-	1	6	1	17
57	Furniture, home furnishings, and equipment stores -----	1	7	7	2	8	16	18
5712	Furniture stores -----	-	-	-	1	1	5	1
5713, 4, 9	Home furnishings stores -----	1	3	1	-	2	4	5
572, 3	Household appliance, radio, television, and music stores -----	-	4	6	1	5	7	12
58	Eating and drinking places -----	7	19	5	14	20	30	28
5812	Eating places -----	7	18	5	9	17	22	26
5813	Drinking places (alcoholic beverages) -----	-	1	-	5	3	8	2
591	Drug and proprietary stores -----	-	3	-	1	2	2	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	6	9	5	7	22	17	59
592	Liquor stores -----	2	-	1	3	2	2	3
594	Miscellaneous shopping goods stores -----	2	7	2	2	16	8	36
5992	Florists -----	-	-	-	-	1	2	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sacramento CBD</b>					
	<b>Retail stores<sup>2</sup></b>	345	123 240	20 949	5 037	3 538
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	2	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	8	38 953	5 434	1 065	783
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	348	92	17	13
54	<b>Food stores<sup>4</sup></b>	21	(D)	(D)	(D)	(D)
541	Grocery stores	11	1 721	142	35	28
55 ex. 554	<b>Automotive dealers</b>	10	17 788	2 388	636	127
554	<b>Gasoline service stations</b>	7	1 324	138	44	25
56	<b>Apparel and accessory stores</b>	50	12 323	1 756	450	253
561	Men's and boys' clothing and furnishings stores	10	3 984	540	135	61
562, 3, 8	Women's clothing and specialty stores and furriers	21	5 326	767	199	133
562	Women's ready-to-wear stores	18	5 214	753	195	131
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	13	2 013	344	90	41
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	20	6 733	1 013	238	112
5712	Furniture stores	5	3 697	581	141	60
5713, 4, 9	Home furnishings stores	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	12	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	124	25 154	7 148	1 801	1 801
5812	Eating places	96	21 804	6 388	1 592	1 620
5813	Drinking places (alcoholic beverages)	28	3 350	760	209	181
591	<b>Drug and proprietary stores</b>	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	100	(D)	(D)	(D)	(D)
592	Liquor stores	5	1 138	96	21	14
594	Miscellaneous shopping goods stores	53	9 882	1 579	388	205
5992	Florists	6	459	84	20	25

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	Retail stores <sup>2</sup> -----	141	106 585	15 035	3 569	2 436
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	7	51 758	7 033	1 591	1 193
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food atores <sup>4</sup> -----	11	6 256	677	150	88
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	3	1 215	97	19	17
56	Apparel and accessory stores -----	46	16 625	2 200	514	336
561	Men's and boys' clothing and furnishings stores -----	11	5 454	757	193	103
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	7 256	894	191	148
562	Women's ready-to-wear stores -----	18	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment atores-----	12	8 067	1 318	336	148
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	15	(D)	(D)	(D)	(D)
5812	Eating places -----	12	5 261	1 251	344	285
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary atores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	40	8 816	1 363	324	221
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	26	7 277	1 161	280	195
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps.]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 8</b>					
	<b>Retail stores<sup>2</sup></b>	112	164 317	20 727	4 780	3 150
52	Building materials, hardware, garden supply, and mobile home dealers	3	(D)	(D)	(D)	(D)
525	Hardware stores	—	—	—	—	—
52 ex. 525	Other	3	(D)	(D)	(D)	(D)
53	General merchandise group stores	9	63 606	11 330	2 585	1 884
531	Department stores <sup>3</sup>	6	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	9	(D)	(D)	(D)	(D)
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	4	(D)	(D)	(D)	(D)
554	Gasoline service stations	6	2 163	169	40	35
56	Apparel and accessory stores	27	11 295	1 530	390	247
561	Men's and boys' clothing and furnishings stores	9	4 291	588	148	97
562, 3, 6	Women's clothing and specialty stores and furriers	8	3 474	448	113	86
562	Women's ready-to-wear stores	7	(D)	(D)	(D)	(D)
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	8	5 145	712	170	56
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	3 585	447	109	38
58	Eating and drinking places	20	7 364	1 656	409	438
5812	Eating places	17	7 074	1 787	394	430
5813	Drinking places (alcoholic beverages)	3	290	69	15	6
591	Drug and proprietary stores	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	22	5 935	743	177	122
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	16	4 565	643	154	104
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 9</b>					
	Retail stores <sup>2</sup> -----	104	72 240	9 662	2 226	1 241
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	4	(D)	(D)	(D)	(D)
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	16	14 045	1 550	351	120
554	Gasoline service stations-----	7	2 309	132	26	20
56	Apparel and accessory stores-----	6	1 205	177	40	27
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fumers -----	2	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	16	5 616	992	210	90
5712	Furniture stores -----	5	3 105	557	115	43
5713, 4, 9	Home furnishings stores -----	4	1 784	317	60	30
572, 3	Household appliance, radio, television, and music stores-----	7	727	118	35	17
58	Eating and drinking places-----	30	6 259	1 537	363	372
5812	Eating places -----	22	5 419	1 340	308	327
5813	Drinking places (alcoholic beverages) -----	8	840	197	55	45
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	17	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	8	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 11</b>					
	<b>Retail stores<sup>2</sup></b>	191	170 592	23 899	5 584	3 834
52	Building materials, hardware, garden supply, and mobile home dealers	2	(D)	(D)	(D)	(D)
525	Hardware stores	—	—	—	—	—
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	8	84 384	12 019	2 785	1 641
531	Department stores <sup>3</sup>	5	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	13	18 451	1 897	390	155
541	Grocery stores	5	14 362	1 476	345	113
55 ex. 554	<b>Automotive dealers</b>	2	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	3	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	57	22 954	2 868	889	471
561	Men's and boys' clothing and furnishings stores	8	3 309	325	78	56
562, 3, 8	Women's clothing and specialty stores and furriers	26	10 424	1 246	292	226
562	Women's ready-to-wear stores	22	9 951	1 197	280	216
565	Family clothing stores	4	(D)	(D)	(D)	(D)
566	Shoe stores	17	6 585	931	208	136
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	18	8 214	933	212	89
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	12	6 687	778	179	76
58	<b>Eating and drinking places</b>	28	(D)	(D)	(D)	(D)
5812	Eating places	26	12 977	3 084	776	810
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	59	12 281	1 589	395	287
592	Liquor stores	3	366	31	19	11
594	Miscellaneous shopping goods stores	36	9 860	1 354	325	227
5992	Florists	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sacramento</b>					
	Retail stores <sup>2</sup> -----	2 315	1 061 113	140 298	32 582	19 901
52	Building materials, hardware, garden supply, and mobile home dealers -----	99	66 784	9 371	2 073	849
525	Hardware stores -----	20	5 205	818	209	97
52 ex. 525	Other -----	79	61 559	8 553	1 864	752
53	General merchandise group stores -----	40	152 032	19 186	4 059	2 771
531	Department stores <sup>3</sup> -----	10	124 478	16 622	3 566	2 363
533	Variety stores-----	16	7 250	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	14	20 304	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	280	240 051	23 784	5 438	2 339
541	Grocery stores -----	177	223 730	21 209	4 859	1 913
55 ex. 554	Automotive dealers -----	151	190 854	21 060	5 001	1 465
554	Gasoline service stations -----	189	75 042	5 008	1 177	896
56	Apparel and accessory stores -----	154	39 291	5 868	1 451	919
561	Men's and boys' clothing and furnishings stores -----	24	(D)	1 344	347	171
562, 3, 8	Women's clothing and specialty stores and furriers -----	63	16 265	2 412	614	402
562	Women's ready-to-wear stores -----	52	15 184	2 307	588	389
565	Family clothing stores -----	13	4 828	(D)	(D)	(D)
566	Shoe stores -----	39	6 877	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	15	(D)	214	48	40
57	Furniture, home furnishings, and equipment stores -----	163	65 913	8 749	2 032	944
5712	Furniture stores -----	41	25 940	3 407	818	333
5713, 4, 9	Home furnishings stores -----	41	9 530	1 914	436	194
572, 3	Household appliance, radio, television, and music stores -----	81	30 443	3 428	778	417
58	Eating and drinking places -----	618	119 737	31 619	7 480	7 342
5812	Eating places -----	461	105 611	28 476	6 663	6 650
5813	Drinking places (alcoholic beverages) -----	157	14 126	3 143	817	692
591	Drug and proprietary stores -----	85	31 882	4 603	1 223	545
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	556	79 787	11 050	2 650	1 831
592	Liquor stores -----	52	16 235	1 461	373	288
594	Miscellaneous shopping goods stores -----	221	39 441	5 480	1 278	885
5992	Florists -----	37	3 371	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sacramento, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>7 390</b>	<b>3 565 273</b>	<b>438 228</b>	<b>102 148</b>	<b>81 041</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	348	228 056	28 402	5 757	2 418
525	Hardware stores -----	84	23 247	3 140	764	411
52 ex. 525	Other -----	264	204 809	23 262	4 993	2 005
53	<b>General merchandise group stores -----</b>	<b>129</b>	<b>490 833</b>	<b>64 116</b>	<b>14 346</b>	<b>9 622</b>
531	Department stores <sup>3</sup> -----	36	428 795	58 188	13 055	8 570
533	Variety stores-----	39	17 728	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	54	44 310	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>860</b>	<b>788 408</b>	<b>75 839</b>	<b>17 545</b>	<b>7 631</b>
541	Grocery stores-----	553	744 867	69 874	16 174	6 604
55 ex. 554	<b>Automotive dealers -----</b>	<b>576</b>	<b>765 654</b>	<b>77 351</b>	<b>16 150</b>	<b>5 498</b>
554	<b>Gasoline service stations-----</b>	<b>646</b>	<b>260 677</b>	<b>17 781</b>	<b>4 287</b>	<b>3 140</b>
56	<b>Apparel and accessory stores-----</b>	<b>506</b>	<b>141 934</b>	<b>19 551</b>	<b>4 627</b>	<b>3 074</b>
581	Men's and boys' clothing and furnishings stores -----	77	29 639	4 076	1 002	543
562, 3, 8	Women's clothing and specialty stores and furriers -----	201	50 502	6 551	1 565	1 156
562	Women's ready-to-wear stores -----	173	47 741	6 286	1 503	1 110
565	Family clothing stores -----	69	31 054	4 451	999	724
566	Shoe stores -----	112	24 918	3 690	860	510
564, 9	Other apparel and accessory stores -----	49	5 821	783	201	141
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>604</b>	<b>197 343</b>	<b>26 111</b>	<b>6 064</b>	<b>2 693</b>
5712	Furniture stores -----	161	80 174	10 921	2 487	982
5713, 4, 9	Home furnishings stores -----	181	28 319	4 419	988	468
572, 3	Household appliance, radio, television, and music stores -----	262	88 850	10 771	2 589	1 243
58	<b>Eating and drinking places-----</b>	<b>1 688</b>	<b>336 210</b>	<b>85 527</b>	<b>19 971</b>	<b>20 213</b>
5812	Eating places -----	1 302	301 501	77 933	18 055	18 598
5813	Drinking places (alcoholic beverages) -----	386	34 709	7 594	1 916	1 615
591	<b>Drug and proprietary stores -----</b>	<b>190</b>	<b>141 015</b>	<b>17 924</b>	<b>4 728</b>	<b>2 113</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>1 841</b>	<b>216 943</b>	<b>27 624</b>	<b>6 671</b>	<b>4 641</b>
592	Liquor stores -----	162	47 248	4 293	1 074	794
594	Miscellaneous shopping goods stores -----	743	105 742	13 942	3 338	2 396
5992	Florists -----	112	8 283	1 517	355	311

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sacramento</b>					
	<b>Retail stores<sup>2</sup>-----</b>	322	105 433	17 338	4 477	3 804
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	7	30 340	4 344	1 259	1 277
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	<b>Food stores-----</b>	23	2 232	292	79	75
55 ex. 554	<b>Automotive dealers-----</b>	11	17 571	1 631	378	158
554	<b>Gasoline service stations-----</b>	4	683	57	14	20
56	<b>Apparel and accessory stores-----</b>	51	12 471	1 848	442	374
561	Men's and boys' clothing and furnishings stores-----	15	4 757	644	173	89
562, 3, 8	Women's clothing and specialty stores and furniers-----	16	4 227	565	133	160
562	Women's ready-to-wear stores-----	10	3 574	515	120	144
565	Family clothing stores-----	1	(D)	(D)	(D)	(D)
566	Shoe stores-----	16	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	3	91	10	5	6
57	<b>Furniture, home furnishings, and equipment stores-----</b>	20	10 751	2 198	697	369
5712	Furniture stores-----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	14	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places-----</b>	112	14 578	4 164	942	1 046
5812	Eating places-----	79	12 392	3 661	832	933
5813	Drinking places (alcoholic beverages)-----	33	2 186	503	110	113
591	<b>Drug and proprietary stores-----</b>	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup>-----</b>	86	13 553	2 363	564	409
592	Liquor stores-----	7	1 493	280	68	61
594	Miscellaneous shopping goods stores-----	42	9 585	1 815	439	291
5992	Florists-----	5	259	41	10	10

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Sacramento</b>			
	<b>Retail stores<sup>2</sup> -----</b>	<b>16.9</b>	<b>56.0</b>	<b>79.3</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	16.5	45.3	116.6
525	Hardware stores -----	10.6	(D)	24.6
52 ex. 525	Other -----	100.0	(D)	139.1
53	<b>General merchandise group stores -----</b>	<b>26.4</b>	<b>45.0</b>	<b>63.7</b>
531	Department stores <sup>3</sup> -----	26.0	32.7	62.8
533	Variety stores -----	61.2	-20.8	-33.9
539	Miscellaneous general merchandise stores -----	(D)	(NC)	(NC)
54	<b>Food stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>62.4</b>	<b>73.2</b>
541	Grocery stores -----	(NA)	64.6	74.3
55 ex. 554	<b>Automotive dealers -----</b>	<b>1.2</b>	<b>50.5</b>	<b>79.2</b>
554	<b>Gasoline service stations -----</b>	<b>93.9</b>	<b>52.9</b>	<b>75.4</b>
56	<b>Apparel and accessory stores -----</b>	<b>-1.2</b>	<b>14.6</b>	<b>52.7</b>
561	Men's and boys' clothing and furnishings stores -----	-16.2	-7.8	58.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	26.0	36.7	56.6
562	Women's ready-to-wear stores -----	45.9	39.7	59.6
565	Family clothing stores -----	-51.6	(D)	36.7
566	Shoe stores -----	(D)	9.1	44.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	182.4
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>-37.4</b>	<b>75.9</b>	<b>66.9</b>
5712	Furniture stores -----	(D)	29.0	49.2
5713, 4, 9	Home furnishings stores -----	185.2	136.2	158.6
572, 3	Household appliance, radio, television, and music stores -----	-7.4	128.2	117.3
58	<b>Eating and drinking places -----</b>	<b>72.5</b>	<b>63.4</b>	<b>104.2</b>
5812	Eating places -----	76.0	100.5	123.4
5813	Drinking places (alcoholic beverages) -----	53.2	12.0	16.8
591	<b>Drug and proprietary stores -----</b>	<b>0.3</b>	<b>35.6</b>	<b>86.8</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>(D)</b>	<b>76.1</b>	<b>87.3</b>
592	Liquor stores -----	-23.8	53.2	78.6
594	Miscellaneous shopping goods stores -----	3.1	74.6	81.8
5992	Florists -----	77.2	73.9	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Sacramento</b>					
	Retail stores <sup>1</sup> -----	11.6	3.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	6.3	6.4
525	Hardware stores -----	(D)	(D)	(D)	0.5	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	5.8	5.7
53	General merchandise group stores -----	25.8	7.9	31.8	14.3	13.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	11.7	12.0
533	Variety stores-----	(D)	(D)	(D)	0.7	0.5
539	Miscellaneous general merchandise stores-----	1.7	0.8	0.3	1.9	1.2
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	22.6	22.1
541	Grocery stores-----	0.8	0.2	1.4	21.1	20.9
55 ex. 554	Automotive dealers -----	9.3	2.3	14.4	18.0	21.5
554	Gasoline service stations-----	1.8	0.5	1.1	7.1	7.3
56	Apparel and accessory stores -----	31.4	8.7	10.0	3.7	4.0
561	Men's and boys' clothing and furnishings stores -----	(D)	13.4	3.2	(D)	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	32.7	10.5	4.3	1.5	1.4
562	Women's ready-to-wear stores -----	34.3	10.9	4.2	1.4	1.3
565	Family clothing stores -----	(D)	(D)	(D)	0.5	0.9
566	Shoe stores -----	29.3	8.1	1.6	0.6	0.7
564, 9	Other apparel and accessory stores -----	25.9	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	10.2	3.4	5.5	6.2	5.5
5712	Furniture stores -----	14.3	4.6	3.0	2.4	2.2
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.9	2.5
58	Eating and drinking places-----	21.0	7.5	20.4	11.3	9.4
5812	Eating places -----	20.6	7.2	17.7	10.0	8.5
5813	Drinking places (alcoholic beverages) -----	23.7	9.7	2.7	1.3	1.0
591	Drug and proprietary stores -----	(D)	(D)	(D)	3.0	4.0
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.5	6.1
592	Liquor stores -----	7.0	2.4	0.9	1.5	1.3
594	Miscellaneous shopping goods stores-----	25.1	9.3	8.0	3.7	3.0
5992	Florists -----	13.6	5.5	0.4	0.3	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

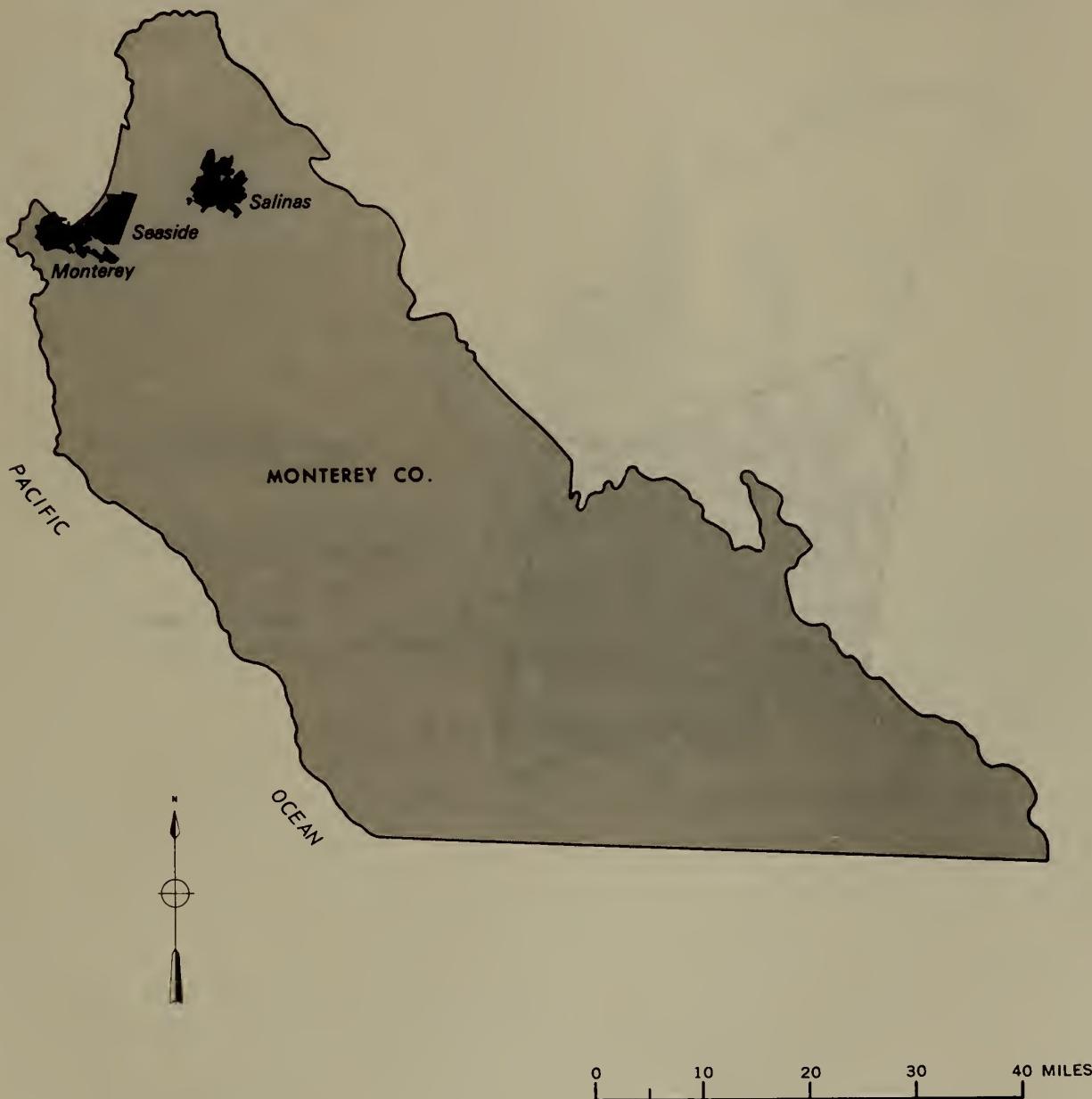
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## SALINAS-SEASIDE-MONTEREY

Standard Metropolitan Statistical Area



# SALINAS-SEASIDE-MONTEREY

## Salinas Central Business District



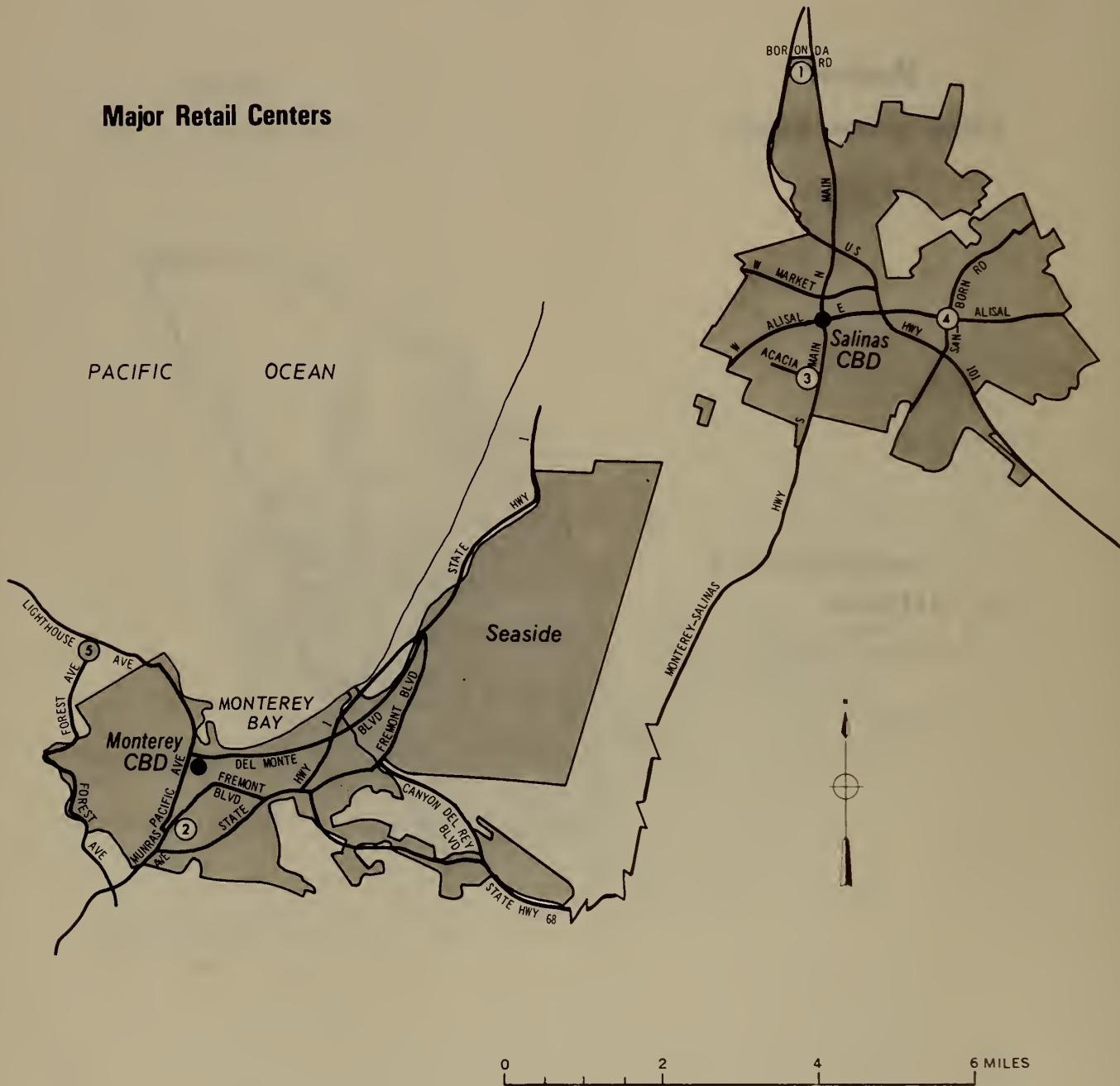
# SALINAS-SEASIDE-MONTEREY

## Monterey Central Business District



# SALINAS-SEASIDE-MONTEREY

## Major Retail Centers



● Central Business Districts

(1) Major Retail Centers (boundary descriptions are in appendix E)

■ Central Cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts	
			Salinas	Monterey	Salinas	Monterey
	Retail stores: <sup>1, 2</sup>					
	Number -----	2 536	814	491	151	142
	Sales (\$1,000) -----	937 900	383 115	(D)	42 507	57 816
	Payroll entire year (\$1,000) -----	124 960	(D)	28 562	6 252	8 604
	Paid employees for week including March 12 -----	17 018	(D)	3 927	696	1 178
54, 56, 591	Convenience goods stores:					
	Number -----	857	274	166	56	48
	Sales (\$1,000) -----	(D)	(D)	(D)	6 924	18 927
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>					
	Number -----	620	245	172	62	49
	Sales (\$1,000) -----	233 485	(D)	(D)	18 534	10 955
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	861	295	153	33	45
	Sales (\$1,000) -----	(D)	142 923	65 426	15 049	29 934
	Number of Establishments					
	Retail stores <sup>1, 2</sup> -----	2 538	614	491	151	142
52	Building materials, hardware, garden supply, and mobile home dealers -----	100	37	14	4	4
525	Hardware stores -----	35	10	4	1	1
52 ex. 525	Other -----	65	27	10	3	3
53	General merchandise group stores -----	38	11	6	1	3
531	Department stores <sup>4</sup> -----	7	4	1	-	-
533	Variety stores -----	14	3	1	1	1
539	Miscellaneous general merchandise stores -----	17	4	4	-	2
54	Food stores <sup>5</sup> -----	273	94	36	11	6
541	Grocery stores -----	161	55	20	6	5
55 ex. 554	Automotive dealers -----	172	73	35	5	13
554	Gasoline service stations -----	201	76	25	10	5
56	Apparel and accessory stores -----	237	78	48	27	17
561	Men's and boys' clothing and furnishings stores -----	38	15	9	7	5
562, 3, 6	Women's clothing and specialty stores and furriers -----	107	32	19	14	5
562	Women's ready-to-wear stores -----	90	27	14	11	3
565	Family clothing stores -----	30	8	6	1	1
566	Shoe stores -----	47	18	12	5	5
564, 9	Other apparel and accessory stores -----	15	5	2	-	1
57	Furniture, home furnishings, and equipment stores -----	196	75	36	13	12
5712	Furniture stores -----	60	26	11	2	3
5713, 4, 9	Home furnishings stores -----	59	16	12	2	3
572, 3	Household appliance, radio, television, and music stores -----	77	31	13	9	6
58	Eating and drinking places -----	533	161	121	44	37
5612	Eating places -----	430	119	105	31	31
5813	Drinking places (alcoholic beverages) -----	103	42	16	13	6
591	Drug and proprietary stores -----	51	19	7	1	5
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	737	166	161	35	40
592	Liquor stores -----	69	25	11	3	2
594	Miscellaneous shopping goods stores -----	349	81	82	21	17
5992	Florists -----	28	9	6	3	3

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers				
		No. 1	No. 2	No. 3	No. 4	No. 5
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number .....	63	64	59	25	28
	Sales (\$1,000) .....	55 036	38 596	30 283	22 320	13 013
	Payroll entire year (\$1,000) .....	6 927	4 539	5 228	2 902	2 156
	Paid employees for week including March 12 .....	1 030	694	720	349	358
54, 58, 591	<b>Convenience goods stores:</b>					
	Number .....	14	16	16	13	10
	Sales (\$1,000) .....	11 742	7 280	5 436	18 888	2 845
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number .....	46	44	34	9	11
	Sales (\$1,000) .....	43 036	30 839	22 202	2 564	8 911
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number .....	3	4	9	3	7
	Sales (\$1,000) .....	258	477	2 645	868	1 257
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1, 2</sup></b> .....	63	64	59	25	28
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	-	-	1	-	1
525	<b>Hardware stores</b> .....	-	-	1	-	-
52 ex. 525	Other .....	-	-	-	-	1
53	<b>General merchandise group stores</b> .....	5	1	2	-	2
531	<b>Department stores</b> <sup>4</sup> .....	3	1	1	-	1
533	<b>Variety stores</b> .....	1	-	1	-	1
539	<b>Miscellaneous general merchandise stores</b> .....	1	-	-	-	-
54	<b>Food stores<sup>5</sup></b> .....	6	7	8	7	5
541	<b>Grocery stores</b> .....	2	2	1	4	2
55 ex. 554	<b>Automotive dealers</b> .....	-	1	-	1	-
554	<b>Gasoline service stations</b> .....	-	-	3	2	-
56	<b>Apparel and accessory stores</b> .....	23	22	10	1	4
561	<b>Men's and boys' clothing and furnishings stores</b> .....	3	4	1	-	1
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> .....	10	11	5	-	2
562	<b>Women's ready-to-wear stores</b> .....	9	10	4	-	2
565	<b>Family clothing stores</b> .....	2	1	2	1	1
566	<b>Shoe stores</b> .....	6	5	1	-	-
564, 9	<b>Other apparel and accessory stores</b> .....	2	1	1	-	-
57	<b>Furniture, home furnishings, and equipment stores</b> .....	4	5	10	3	1
5712	<b>Furniture stores</b> .....	-	-	6	1	-
5713, 4, 9	<b>Home furnishings stores</b> .....	-	3	1	1	-
572, 3	<b>Household appliance, radio, television, and music stores</b> .....	4	2	3	1	1
58	<b>Eating and drinking places</b> .....	7	8	7	5	3
5812	<b>Eating places</b> .....	6	7	7	4	3
5813	<b>Drinking places (alcoholic beverages)</b> .....	1	1	-	1	-
591	<b>Drug and proprietary stores</b> .....	1	1	1	1	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> .....	17	19	17	5	10
592	<b>Liquor stores</b> .....	-	-	1	-	1
594	<b>Miscellaneous shopping goods stores</b> .....	14	16	12	5	4
5992	<b>Florists</b> .....	-	1	2	-	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Salinas CBD</b>					
	<b>Retail stores<sup>2</sup></b>	151	42 507	8 252	1 565	898
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	4	786	81	25	15
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	-	-	-	-	-
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	11	(D)	(D)	(D)	(D)
541	Grocery stores	6	2 781	331	74	33
55 ex. 554	<b>Automotive dealers</b>	5	9 600	1 851	488	135
554	<b>Gasoline service stations</b>	10	2 829	171	42	28
56	<b>Apparel and accessory stores</b>	27	7 671	944	209	162
561	Men's and boys' clothing and furnishings stores	7	3 177	357	78	50
562, 3, 8	Women's clothing and specialty stores and furriers	14	3 701	491	107	95
562	Women's ready-to-wear stores	11	3 634	480	103	93
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	13	5 513	666	159	71
5712	Furniture stores	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	9	5 214	621	144	59
58	<b>Eating and drinking places</b>	44	5 020	1 327	317	286
5812	Eating places	31	3 875	1 051	242	224
5813	Drinking places (alcoholic beverages)	13	1 145	276	75	62
591	<b>Drug and proprietary stores</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	35	6 455	882	201	132
592	Liquor stores	3	767	51	12	13
594	Miscellaneous shopping goods stores	21	(D)	(D)	(D)	(D)
5992	Florists	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Monterey CBD</b>					
	Retail stores <sup>2</sup> -----	142	57 816	8 804	2 053	1 178
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	—	—	—	—	—
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	5 660	768	185	78
541	Grocery stores-----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	13	21 607	2 829	674	210
554	Gasoline service stations-----	5	2 765	222	60	44
56	Apparel and accessory stores-----	17	3 967	570	136	86
561	Men's and boys' clothing and furnishings stores -----	5	995	202	46	23
562, 3, 8	Women's clothing and specialty stores and fumers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	515	49	11	8
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	12	4 315	527	109	50
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	2 655	266	63	25
58	Eating and drinking places-----	37	10 069	2 814	653	587
5812	Eating places -----	31	9 599	2 704	627	565
5813	Drinking places (alcoholic beverages) -----	6	470	110	26	22
591	Drug and proprietary stores -----	5	1 198	160	28	12
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	40	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	(D)	(D)	(D)	(D)
5992	Florists -----	3	241	59	15	11

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Salinas</b>					
	Retail stores <sup>2</sup> -----	814	383 115	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	37	23 900	2 848	805	239
525	Hardware stores -----	10	(D)	234	57	37
52 ex. 525	Other -----	27	(D)	2 412	548	202
53	General merchandise group stores -----	11	(D)	7 388	1 878	974
531	Department stores <sup>3</sup> -----	4	43 305	6 961	1 575	896
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	94	87 863	8 954	2 059	805
541	Grocery stores -----	55	83 705	8 410	1 927	690
55 ex. 554	Automotive dealers -----	73	75 623	9 052	2 264	675
554	Gasoline service stations -----	78	28 669	1 788	442	305
56	Apparel and accessory stores -----	78	21 870	2 558	572	428
561	Men's and boys' clothing and furnishings stores -----	15	(D)	482	106	71
562, 3, 8	Women's clothing and specialty stores and furriers -----	32	8 291	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	27	(D)	924	206	189
565	Family clothing stores -----	8	(D)	(D)	(D)	(D)
566	Shoe stores -----	18	4 317	485	105	65
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	75	25 710	3 449	787	313
5712	Furniture stores -----	26	9 831	1 338	337	118
5713, 4, 9	Home furnishings stores -----	18	6 524	1 039	219	86
572, 3	Household appliance, radio, television, and music stores -----	31	9 355	1 072	231	109
58	Eating and drinking places-----	161	28 736	6 864	1 585	1 571
5812	Eating places -----	119	23 084	6 039	1 382	1 386
5813	Drinking places (alcoholic beverages) -----	42	3 652	825	203	185
591	Drug and proprietary stores -----	19	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	188	27 290	(D)	(D)	(D)
592	Liquor stores -----	25	(D)	512	105	106
594	Miscellaneous shopping goods stores -----	81	12 559	1 869	436	286
5992	Florists -----	9	(D)	(D)	(D)	(D)

See footnotes at end of table.

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Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Monterey</b>					
	Retail stores <sup>2</sup> -----	491	(D)	26 562	6 348	3 927
52	Building materials, hardware, garden supply, and mobile home dealers -----	14	9 328	936	422	138
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	10	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	4	94	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	38	27 316	3 295	744	386
541	Grocery stores-----	20	24 842	2 615	600	289
55 ex. 554	Automotive dealers -----	35	37 388	4 508	1 042	338
554	Gasoline service stations-----	25	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	48	12 572	1 869	451	286
561	Men's and boys' clothing and furnishings stores -----	9	2 937	415	98	56
562, 3, 8	Women's clothing and specialty stores and fumers -----	19	5 209	871	218	140
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	(D)	219	51	31
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	36	11 126	1 625	356	154
5712	Furniture stores -----	11	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	12	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	13	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	121	32 250	8 803	2 007	1 768
5812	Eating places -----	105	(D)	8 358	1 909	1 663
5813	Drinking places (alcoholic beverages) -----	16	(D)	445	98	105
591	Drug and proprietary stores-----	7	(D)	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	161	(D)	2 332	544	360
592	Liquor stores -----	11	(D)	300	88	42
594	Miscellaneous shopping goods stores -----	82	9 299	1 391	304	222
5992	Florists -----	6	488	84	21	17

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Salinas-Seaside-Monterey, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 538	937 900	124 980	29 447	17 018
52	Building materials, hardware, garden supply, and mobile home dealers -----	100	(D)	5 828	1 580	804
525	Hardware stores -----	35	7 408	958	225	130
52 ex. 525	Other -----	65	(D)	4 870	1 355	474
53	General merchandise group stores -----	38	87 548	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	7	(D)	(D)	(D)	(D)
533	Variety stores -----	14	(D)	646	136	127
539	Miscellaneous general merchandise stores -----	17	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	273	194 973	21 077	4 833	2 110
541	Grocery stores-----	161	181 606	18 900	4 343	1 695
55 ex. 554	Automotive dealers -----	172	190 919	22 243	5 322	1 853
554	Gasoline service stations-----	201	74 739	5 000	1 234	885
58	Apparel and accessory stores-----	237	58 809	8 359	1 925	1 250
561	Men's and boys' clothing and furnishings stores -----	38	(D)	1 531	338	197
562, 3, 8	Women's clothing and specialty stores and furriers -----	107	26 871	3 945	921	643
562	Women's ready-to-wear stores -----	90	24 402	3 574	829	597
565	Family clothing stores -----	30	8 378	(D)	(D)	(D)
566	Shoe stores -----	47	8 816	1 234	269	152
564, 9	Other apparel and accessory stores -----	15	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	196	50 488	7 021	1 639	715
5712	Furniture stores -----	60	19 019	2 825	714	298
5713, 4, 9	Home furnishings stores -----	59	11 839	1 956	408	182
572, 3	Household appliance, radio, television, and music stores -----	77	19 630	2 240	517	235
58	Eating and drinking places-----	533	104 605	27 571	6 357	5 814
5812	Eating places -----	430	95 585	25 653	5 894	5 400
5813	Drinking places (alcoholic beverages) -----	103	9 020	1 918	463	414
591	Drug and proprietary stores -----	51	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	737	86 174	10 549	2 447	1 651
592	Liquor stores -----	69	20 296	1 741	411	280
594	Miscellaneous shopping goods stores -----	349	36 642	5 091	1 147	853
5992	Florists -----	28	2 111	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Salinas</b>					
	Retail stores <sup>2</sup> -----	158	33 038	5 401	1 292	948
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	11	5 003	559	149	103
55 ex. 554	Automotive dealers -----	11	8 785	1 416	352	159
554	Gasoline service stations -----	12	1 466	146	32	31
56	Apparel and accessory stores -----	27	8 195	1 249	291	217
561	Men's and boys' clothing and furnishings stores -----	7	2 704	743	156	102
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 002	281	65	61
562	Women's ready-to-wear stores -----	8	1 802	271	62	58
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	3 457	571	140	85
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	2 838	459	111	65
58	Eating and drinking places -----	44	3 748	855	189	226
5812	Eating places -----	25	2 389	604	138	165
5813	Drinking places (alcoholic beverages) -----	19	1 359	251	51	61
591	Drug and proprietary stores -----	3	443	45	12	10
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	31	3 288	469	105	92
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	2 145	317	69	59
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Monterey</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>129</b>	<b>43 830</b>	<b>5 929</b>	<b>1 424</b>	<b>1 015</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>3 638</b>	<b>394</b>	<b>83</b>	<b>79</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>7</b>	<b>8 154</b>	<b>582</b>	<b>138</b>	<b>82</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>19</b>	<b>18 311</b>	<b>2 361</b>	<b>595</b>	<b>277</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>1 173</b>	<b>139</b>	<b>35</b>	<b>27</b>
56	<b>Apparel and accessory stores -----</b>	<b>18</b>	<b>2 038</b>	<b>300</b>	<b>64</b>	<b>59</b>
561	Men's and boys' clothing and furnishings stores -----	6	1 049	147	28	21
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	468	99	22	25
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	4	447	45	11	9
564, 9	Other apparel and accessory stores -----	3	74	9	3	4
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>8</b>	<b>1 334</b>	<b>233</b>	<b>59</b>	<b>37</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	928	154	43	25
58	<b>Eating and drinking places -----</b>	<b>32</b>	<b>4 639</b>	<b>1 150</b>	<b>267</b>	<b>319</b>
5812	Eating places -----	28	4 412	1 093	257	306
5813	Drinking places (alcoholic beverages) -----	4	227	57	10	13
591	<b>Drug and proprietary stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>24</b>	<b>2 897</b>	<b>403</b>	<b>98</b>	<b>76</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	1 989	298	72	57
5992	Florists -----	3	228	41	10	8

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
<b>Salinas</b>				
	Retail stores <sup>2</sup> -----	28.7	80.8	70.6
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	78.4	(D)
525 52 ex. 525	Hardware stores -----	(D)	(D)	(D)
	Other -----	(D)	(D)	81.3
53	General merchandise group stores -----	51.0	105.8	63.3
531	Department stores <sup>3</sup> -----	67.2	(D)	(D)
533	Variety stores -----	(D)	(D)	7.1
539	Miscellaneous general merchandise stores-----	-13.4	27.0	
54	Food stores <sup>4</sup> -----	(D)	79.8	58.3
541	Grocery stores -----	(NA)	86.6	60.4
55 ex. 554	Automotive dealers -----	9.3	88.4	73.6
554	Gasoline service stations -----	93.0	81.8	67.3
56	Apparel and accessory stores -----	23.8	79.9	67.7
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	17.5	(D)	(D)
	Women's clothing and specialty stores and furriers -----	84.9	182.7	110.5
562	Women's ready-to-wear stores -----	101.7	187.9	105.1
565	Family clothing stores -----	-98.3	4.9	1.6
566	Shoe stores -----	7.2	(D)	90.7
564, 9	Other apparel and accessory stores -----	-18.2	63.0	(D)
57	Furniture, home furnishings, and equipment stores -----	59.5	96.9	70.1
5712 5713, 4, 9 572, 3	Furniture stores -----	-70.5	(D)	63.9
	Home furnishings stores -----	-47.1	144.0	93.4
	Household appliance, radio, television, and music stores -----	83.7	(D)	64.3
58	Eating and drinking places-----	33.9	74.7	78.2
5812 5813	Eating places -----	62.2	89.1	87.7
	Drinking places (alcoholic beverages) -----	-15.7	17.9	16.3
591	Drug and proprietary stores -----	(D)	87.7	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	98.3	(D)	91.0
592	Liquor stores -----	(D)	(D)	40.5
594	Miscellaneous shopping goods stores-----	(D)	128.3	109.5
5992	Florists -----	34.3	(D)	14.9

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Monterey</b>			
	Retail stores <sup>2</sup> -----	31.9	(NA)	70.6
52	Building materials, hardware, garden supply, and mobile home dealers -----	47.5	(NA)	(D)
525	Hardware stores -----	-18.0	(NA)	(D)
52 ex. 525	Other -----	51.0	(NA)	(D)
53	General merchandise group stores -----	(D)	(NA)	63.3
531	Department stores <sup>3</sup> -----	(D)	(NA)	(D)
533	Variety stores -----	-6.5	(NA)	7.1
539	Miscellaneous general merchandise stores -----	-85.0	(NA)	27.0
54	Food stores <sup>4</sup> -----	-8.0	(NA)	58.3
541	Grocery stores -----	(NA)	(NA)	60.4
55 ex. 554	Automotive dealers -----	18.0	(NA)	73.6
554	Gasoline service stations -----	135.7	(NA)	67.3
56	Apparel and accessory stores -----	94.7	(NA)	67.7
561	Men's and boys' clothing and furnishings stores -----	-5.1	(NA)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(NA)	110.5
562	Women's ready-to-wear stores -----	-14.9	(NA)	105.1
565	Family clothing stores -----	(D)	(NA)	1.6
566	Shoe stores -----	15.2	(NA)	90.7
564, 9	Other apparel and accessory stores -----	(D)	(NA)	(D)
57	Furniture, home furnishings, and equipment stores -----	223.5	(NA)	70.1
5712	Furniture stores -----	(D)	(NA)	63.9
5713, 4, 9	Home furnishings stores -----	(D)	(NA)	93.4
572, 3	Household appliance, radio, television, and music stores -----	186.1	(NA)	64.3
58	Eating and drinking places-----	117.1	(NA)	78.2
5812	Eating places -----	117.6	(NA)	87.7
5813	Drinking places (alcoholic beverages) -----	107.0	(NA)	16.3
591	Drug and proprietary stores -----	(D)	(NA)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	(NA)	91.0
592	Liquor stores -----	(D)	(NA)	40.5
594	Miscellaneous shopping goods stores -----	(D)	(NA)	109.5
5992	Florists -----	5.7	(NA)	14.9

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Salinas</b>					
	<b>Retail stores<sup>1</sup></b>					
52	Building materials, hardware, garden supply, and mobile home dealers	11.1	4.5	100.0	100.0	100.0
525	Hardware stores	3.2	(D)	1.8	6.2	(D)
52 ex. 525	Other	2.7	1.3	(D)	(D)	0.8 (D)
53	General merchandise group stores	(D)	(D)	(D)	(D)	9.3
531	Department stores <sup>2</sup>	—	(D)	—	11.3	(D)
533	Variety stores	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	(D)	(D)	—	(D)	(D)
54	Food stores <sup>3</sup>	(D)	(D)	(D)	22.9	20.8
541	Grocery stores	3.3	1.5	6.5	21.8	19.4
55 ex. 554	Automotive dealers	12.7	5.0	22.8	18.7	20.4
554	Gasoline service stations	9.9	3.8	8.7	7.5	8.0
56	Apparel and accessory stores	35.1	13.0	18.0	5.7	6.3
561	Men's and boys' clothing and furnishings stores	(D)	(D)	7.5	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	44.8	13.8	8.7	2.2	2.9
562	Women's ready-to-wear stores	(D)	14.9	8.5	(D)	2.6
565	Family clothing stores	(D)	(D)	(D)	(D)	0.9
566	Shoe stores	(D)	(D)	(D)	1.1	0.9
564, 9	Other apparel and accessory stores	0.7	0.3	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	21.4	10.9	13.0	6.7	5.4
5712	Furniture stores	(D)	(D)	(D)	2.6	2.0
5713, 4, 9	Home furnishings stores	(D)	(D)	(D)	1.7	1.3
572, 3	Household appliance, radio, television, and music stores	55.7	26.6	12.3	2.4	2.1
58	Eating and drinking places	18.8	4.8	11.8	7.0	11.2
5812	Eating places	16.8	4.1	9.1	6.0	10.2
5813	Drinking places (alcoholic beverages)	31.4	12.7	2.7	1.0	1.0
591	Drug and proprietary stores	(D)	(D)	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>4</sup>	23.7	7.5	15.2	7.1	9.2
592	Liquor stores	(D)	3.8	1.8	(D)	2.2
594	Miscellaneous shopping goods stores	(D)	(D)	(D)	3.3	3.9
5992	Florists	75.9	(D)	(D)	(D)	0.2

See footnotes at end of table.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps.]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Monterey</b>					
	Retail stores <sup>1</sup> -----	(D)	8.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	8.0	(D)	(D)	(D)
525	Hardware stores -----	(D)	(D)	(D)	0.3	0.8
52 ex. 525	Other -----	44.1	9.1	(D)	4.8	(D)
53	General merchandise group stores-----	2.4	(D)	(D)	10.0	9.3
531	Department stores <sup>2</sup> -----	(D)	(D)	-	9.7	(D)
533	Variety stores-----	(D)	(D)	(D)	0.2	(D)
539	Miscellaneous general merchandise stores-----	(D)	0.5	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	20.7	2.9	9.8	(D)	20.8
541	Grocery stores-----	(D)	(D)	(D)	(D)	19.4
55 ex. 554	Automotive dealers-----	57.8	11.3	37.4	(D)	20.4
554	Gasoline service stations-----	(D)	3.7	4.8	8.1	8.0
56	Apparel and accessory stores-----	31.8	8.7	8.9	(D)	8.3
561	Men's and boys' clothing and furnishings stores-----	33.9	(D)	1.7	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	(D)	(D)	(D)	(D)	2.9
562	Women's ready-to-wear stores-----	8.4	(D)	(D)	2.2	2.6
565	Family clothing stores-----	(D)	(D)	(D)	1.2	0.9
566	Shoe stores-----	(D)	5.8	0.9	0.9	0.9
564, 9	Other apparel and accessory stores-----	(D)	(D)	(D)	0.2	(D)
57	Furniture, home furnishings, and equipment stores-----	38.8	8.5	7.5	(D)	5.4
5712	Furniture stores-----	17.7	(D)	(D)	1.9	2.0
5713, 4, 9	Home furnishings stores-----	31.3	(D)	(D)	1.8	1.3
572, 3	Household appliance, radio, television, and music stores-----	(D)	13.5	4.6	2.3	2.1
58	Eating and drinking places-----	31.2	9.8	17.4	(D)	11.2
5812	Eating places-----	(D)	10.0	16.6	16.5	10.2
5813	Drinking places (alcoholic beverages)-----	(D)	5.2	0.8	1.0	1.0
591	Drug and proprietary stores-----	(D)	(D)	2.1	4.3	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	22.7	(D)	(D)	9.1	9.2
592	Liquor stores-----	18.4	(D)	(D)	1.6	2.2
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	(D)	3.9
5992	Florists-----	49.4	11.4	0.4	(D)	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

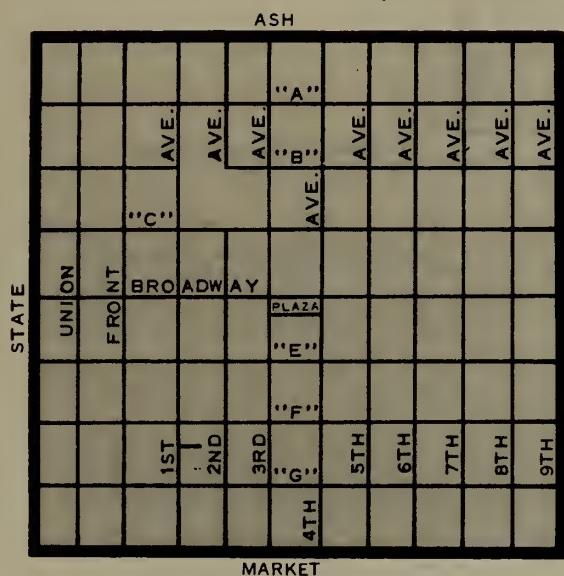
## SAN DIEGO

**Standard Metropolitan Statistical Area**

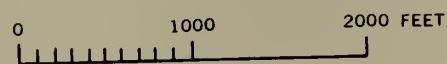


**SAN DIEGO**

## **San Diego Central Business District**

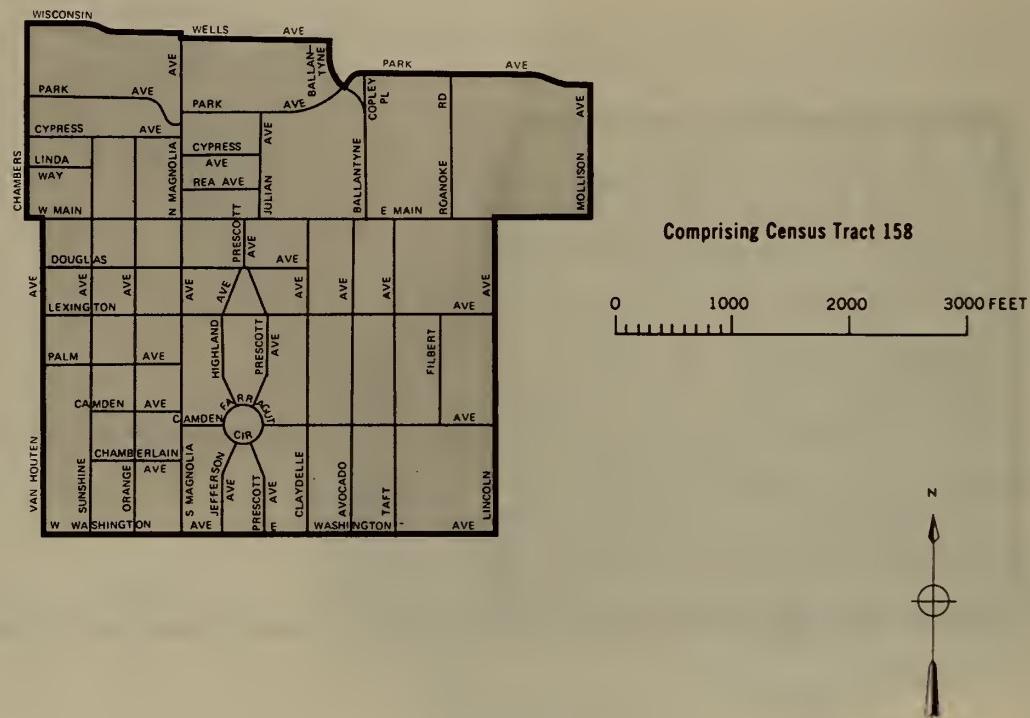


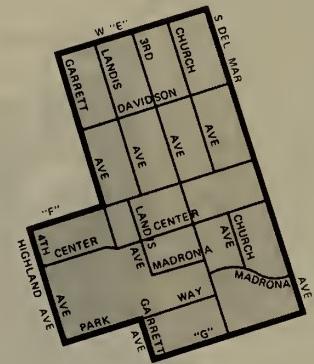
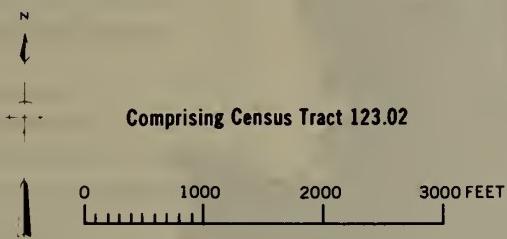
Comprising Census Tract 53



## SAN DIEGO

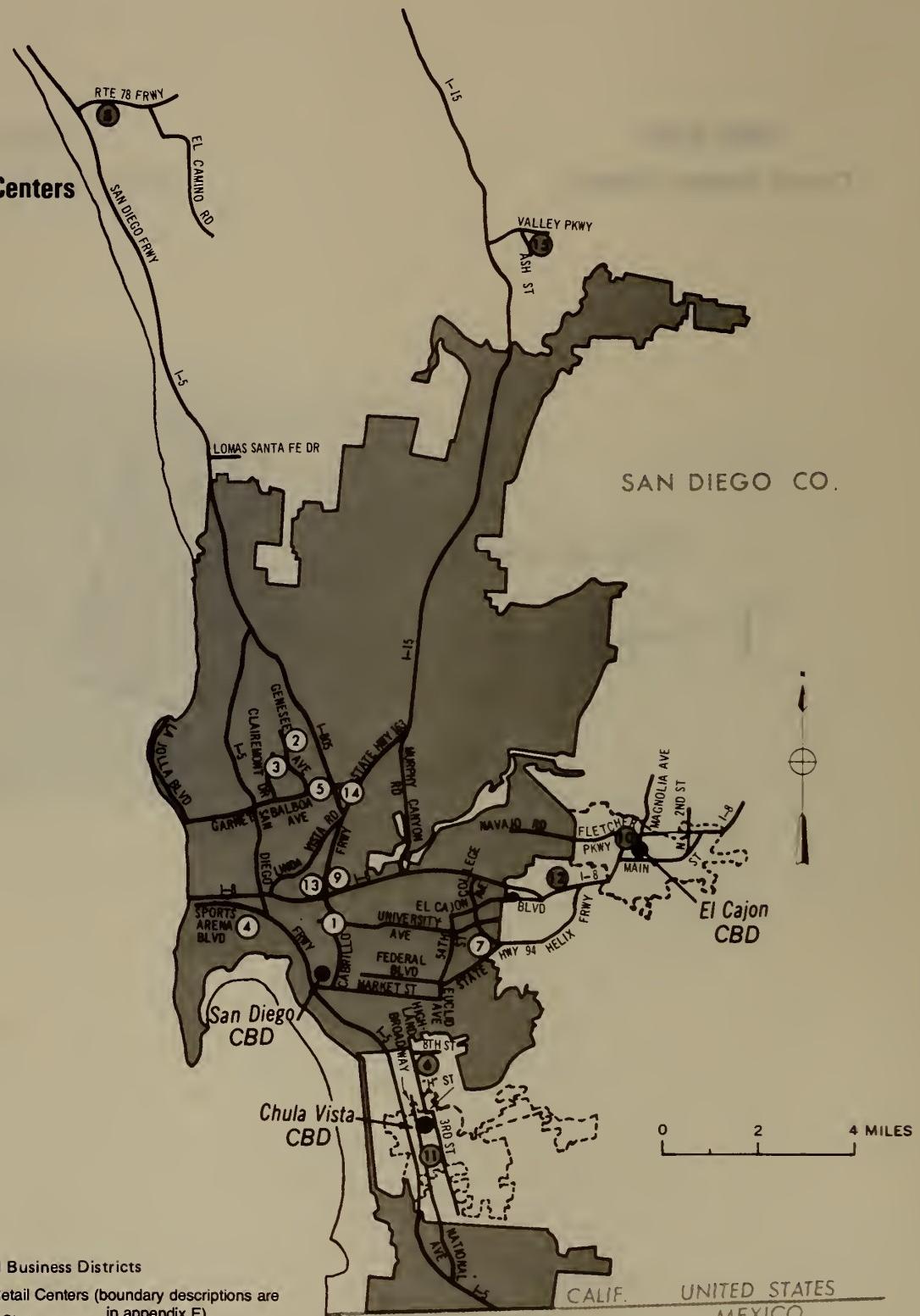
**El Cajon**  
**Central Business District**



**SAN DIEGO****Chula Vista  
Central Business District**

## SAN DIEGO

## Major Retail Centers



- Central Business Districts
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City
- Corporate limits of other CBD cities

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts		
			San Diego	El Cajon	Chula Vista	San Diego	El Cajon	Chula Vista
	Retail stores: <sup>1,2</sup>							
	Number	12 776	5 992	796	510	330	109	99
	Sales (\$1,000)	5 617 901	2 749 162	512 616	302 541	70 660	50 290	18 705
	Payroll entire year (\$1,000)	712 310	354 607	54 693	36 098	13 457	6 096	2 875
	Paid employees for week including March 12	99 315	49 975	7 823	5 258	2 245	637	439
54, 58, 591	Convenience goods stores:							
	Number	4 355	2 184	243	157	134	39	27
	Sales (\$1,000)	1 689 885	929 842	(D)	(D)	23 881	17 289	9 245
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>							
	Number	3 811	1 624	237	160	139	44	43
	Sales (\$1,000)	1 707 079	883 467	(D)	116 128	38 190	17 967	5 971
52, 55, 59, ex. 591, 4, 6	All other stores:							
	Number	4 610	1 984	316	193	57	26	29
	Sales (\$1,000)	2 220 937	935 853	236 682	(D)	6 609	15 034	3 489
	Number of Establishments							
	Retail stores <sup>1,2</sup>	12 776	5 992	796	510	330	109	99
52	Building materials, hardware, garden supply, and mobile home dealers	606	167	48	21	2	5	2
525	Hardware stores	95	46	5	2	1	-	-
52 ex. 525	Other	511	141	43	19	1	5	2
53	General merchandise group stores	217	96	16	9	6	4	1
531	Department stores <sup>4</sup>	64	27	6	4	1	2	-
533	Variety stores	75	37	5	4	4	1	1
539	Miscellaneous general merchandise stores	78	34	3	1	1	1	-
54	Food stores <sup>5</sup>	1 379	645	62	47	17	9	9
541	Grocery stores	789	379	32	22	9	3	2
55 ex. 554	Automotive dealers	960	380	96	52	4	2	-
554	Gasoline service stations	902	395	67	42	1	3	4
56	Apparel and accessory stores	997	512	61	42	53	4	13
561	Men's and boys' clothing and furnishings stores	173	103	12	7	16	1	1
562, 3, 8	Women's clothing and specialty stores and furriers	389	196	20	19	10	-	10
562	Women's ready-to-wear stores	322	160	19	15	8	-	8
565	Family clothing stores	145	74	6	5	7	2	-
566	Shoe stores	189	94	16	7	14	1	1
564, 9	Other apparel and accessory stores	101	45	7	4	6	-	1
57	Furniture, home furnishings, and equipment stores	1 167	537	75	58	12	14	13
5712	Furniture stores	357	148	20	18	3	5	4
5713, 4, 9	Home furnishings stores	396	184	28	21	1	5	1
572, 3	Household appliance, radio, television, and music stores	414	205	27	19	8	4	6
58	Eating and drinking places	2 741	1 430	165	98	110	27	15
5812	Eating places	2 110	1 078	126	78	80	19	10
5813	Drinking places (alcoholic beverages)	631	352	37	20	30	8	5
591	Drug and proprietary stores	235	109	16	12	7	3	3
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	3 572	1 699	190	129	116	36	39
592	Liquor stores	372	192	20	16	5	1	5
594	Miscellaneous shopping goods stores	1 430	677	85	51	68	22	16
5992	Florists	203	63	17	11	2	3	2

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers							
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8
54, 58, 591	Retail stores: <sup>1, 2</sup>								
	Number	54	103	60	80	49	34	57	66
	Sales (\$1,000)	75 765	31 488	32 457	114 019	68 850	25 118	33 046	50 472
	Payroll entire year (\$1,000)	11 099	4 869	3 364	12 788	6 924	3 532	4 433	6 666
	Paid employees for week including March 12	1 262	453	678	1 527	984	495	750	1 000
53, 56, 57; 594	Convenience goods stores:								
	Number	15	21	18	21	22	4	12	9
	Sales (\$1,000)	7 613	3 673	16 170	15 589	18 885	5 189	8 243	4 045
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF): <sup>3</sup>								
	Number	30	79	33	27	15	23	40	53
	Sales (\$1,000)	55 757	27 673	12 682	53 604	39 419	16 900	23 731	45 819
52	All other stores:								
	Number	9	3	9	32	12	7	5	4
	Sales (\$1,000)	12 395	142	3 605	44 826	10 546	3 029	1 072	608
<b>Number of Establishments</b>									
52	Retail stores: <sup>1, 2</sup>	54	103	60	80	49	34	57	66
	Building materials, hardware, garden supply, and mobile home dealers	1	-	1	2	-	2	-	-
525 52 ex. 525	Hardware stores	-	-	1	-	-	-	-	-
	Other	1	-	-	2	-	2	-	-
53	General merchandise group stores	2	4	2	5	2	3	3	4
	Department stores <sup>4</sup>	1	2	1	2	2	2	2	2
533	Variety stores	1	2	1	1	-	1	-	-
	Miscellaneous general merchandise stores	-	-	-	2	-	-	-	1
54	Food stores <sup>5</sup>	4	3	5	5	8	2	5	3
	Grocery stores	3	-	1	2	4	1	1	-
55 ex. 554	Automotive dealers	1	-	2	14	1	3	1	-
	Gasoline service stations	1	-	2	9	7	-	-	-
56	Apparel and accessory stores	2	49	11	6	3	12	24	32
	Men's and boys' clothing and furnishings stores	-	10	1	2	-	3	4	7
561 562, 3, 8	Women's clothing and specialty stores and furriers	-	-	1	-	-	-	-	-
	Women's ready-to-wear stores	2	20	6	2	2	4	10	16
565	Family clothing stores	2	19	5	2	-	2	3	8
	Shoe stores	-	2	-	-	-	1	1	-
566 564, 9	Other apparel and accessory stores	-	16	3	2	-	4	8	9
	Other apparel and accessory stores	-	1	1	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores	14	4	5	11	5	4	4	6
	Furniture stores	5	-	2	4	2	-	1	-
5712 5713, 4, 9 572, 3	Home furnishings stores	3	-	1	1	-	-	-	1
	Household appliance, radio, television, and music stores	6	4	2	6	3	4	3	5
58	Eating and drinking places	11	17	12	15	11	1	6	5
	Eating places	8	17	11	13	10	1	6	4
5813	Drinking places (alcoholic beverages)	3	-	1	2	1	-	-	1
	Drug and proprietary stores	-	1	1	1	3	1	1	1
591 59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	18	25	19	12	9	6	13	15
	Liquor stores	1	-	2	3	1	-	-	-
592 594 5992	Miscellaneous shopping goods stores	12	22	15	5	5	4	9	11
	Florists	-	1	1	1	2	-	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]							
SIC code	Kind of business	Major retail centers—Con.					
		No. 9	No. 10	No. 11	No. 12	No. 13	No. 14
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number	78	97	43	85	78	172
	Sales (\$1,000)	138 488	117 283	97 453	58 383	115 590	188 663
	Payroll entire year (\$1,000)	15 900	12 105	12 709	7 183	14 839	20 417
	Paid employees for week including March 12	2 132	2 218	1 841	1 353	2 458	2 382
54, 58, 591	<b>Convenience goods stores:</b>						
	Number	11	20	13	14	9	48
	Sales (\$1,000)	4 917	19 275	18 299	13 323	4 144	12 122
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number	63	71	27	60	63	71
	Sales (\$1,000)	107 091	98 875	78 528	40 337	110 634	79 501
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>						
	Number	4	6	3	11	6	55
	Sales (\$1,000)	26 480	1 133	626	2 703	812	77 040
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b>	78	97	43	85	78	172
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	-	-	2	-	6
525	<b>Hardware stores</b>	-	-	-	-	-	1
52 ex. 525	<b>Other</b>	-	-	-	2	-	5
53	<b>General merchandise group stores</b>	5	4	4	4	6	4
531	<b>Department stores<sup>4</sup></b>	3	3	3	2	4	3
533	<b>Variety stores</b>	1	1	1	1	2	1
539	<b>Miscellaneous general merchandise stores</b>	1	-	-	1	-	1
54	<b>Food stores<sup>5</sup></b>	3	6	5	7	3	6
541	<b>Grocery stores</b>	-	4	2	2	-	1
55 ex. 554	<b>Automotive dealers</b>	1	-	1	1	-	23
554	<b>Gasoline service stations</b>	-	-	1	2	1	6
56	<b>Apparel and accessory stores</b>	35	37	16	23	41	11
561	<b>Men's and boys' clothing and furnishings stores</b>	5	8	5	3	8	3
562, 3, 8	<b>Women's clothing and specialty stores and furniers</b>	14	15	3	11	19	3
562	<b>Women's ready-to-wear stores</b>	12	14	3	10	17	3
565	<b>Family clothing stores</b>	5	1	2	1	1	2
566	<b>Shoe stores</b>	10	11	5	7	11	3
564, 9	<b>Other apparel and accessory stores</b>	1	2	1	1	2	-
57	<b>Furniture, home furnishings, and equipment stores</b>	8	12	2	9	4	25
5712	<b>Furniture stores</b>	1	1	1	1	-	11
5713, 4, 9	<b>Home furnishings stores</b>	1	1	-	4	-	3
572, 3	<b>Household appliance, radio, television, and music stores</b>	6	10	1	4	4	11
58	<b>Eating and drinking places</b>	7	12	6	6	6	39
5812	<b>Eating places</b>	7	11	6	6	6	33
5813	<b>Drinking places (alcoholic beverages)</b>	-	1	-	-	-	6
591	<b>Drug and proprietary stores</b>	1	2	2	1	-	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b>	18	24	6	30	17	51
592	<b>Liquor stores</b>	1	-	-	-	-	5
594	<b>Miscellaneous shopping goods stores</b>	15	18	5	24	12	31
5992	<b>Florists</b>	-	1	-	2	1	3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Diego CBD</b>					
	Retail stores <sup>2</sup> -----	330	70 860	13 457	3 302	2 245
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	5 910	962	227	172
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food atores <sup>4</sup> -----	17	2 412	315	81	51
541	Grocery stores -----	9	1 232	132	17	13
55 ex. 554	Automotive dealers -----	4	1 268	247	50	17
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory atores-----	53	14 183	2 440	579	319
561	Men's and boys' clothing and furnishings stores -----	16	5 733	1 004	266	157
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	2 592	336	88	60
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	3 031	696	111	49
566	Shoe stores -----	14	2 248	340	96	42
564, 9	Other apparel and accessory stores -----	6	559	64	18	11
57	Furniture, home furnishings, and equipment atores-----	12	4 312	606	140	78
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	8	3 388	479	111	61
58	Eating and drinking places-----	110	16 503	4 785	1 209	1 030
5812	Eating places -----	80	13 224	3 662	920	788
5813	Drinking places (alcoholic beverages)-----	30	3 279	1 123	289	242
591	Drug and proprietary atores -----	7	4 946	621	178	75
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	118	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	1 884	148	41	25
594	Miscellaneous shopping goods stores -----	68	13 805	2 113	511	317
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>El Cajon CBD</b>					
	Retail stores <sup>2</sup> -----	109	50 290	8 096	1 426	837
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	8 685	1 120	261	166
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	(D)	(D)	(D)	(D)
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	3	1 198	41	11	8
56	Apparel and accessory stores -----	4	2 065	335	84	44
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fumiers -----	-	-	-	-	-
562	Women's ready-to-wear stores -----	-	-	-	-	-
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	14	5 155	564	124	54
5712	Furniture stores -----	5	2 775	280	70	27
5713, 4, 9	Home furnishings stores -----	5	1 373	126	23	11
572, 3	Household appliance, radio, television, and music stores-----	4	1 007	158	31	16
58	Eating and drinking places-----	27	4 043	911	230	230
5812	Eating places -----	19	3 368	810	208	212
5813	Drinking places (alcoholic beverages) -----	8	675	101	22	18
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	38	4 696	701	151	119
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	22	2 042	321	66	45
5992	Florists -----	3	153	15	3	4

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	<b>Retail stores<sup>2</sup>—</b>					
52	Building materials, hardware, garden supply, and mobile home dealers	103	31 488	4 869	571	453
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	General merchandise group stores	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	2	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores <sup>4</sup>	3	(D)	(D)	(D)	(D)
541	Grocery stores	-	-	-	-	-
55 ex. 554	Automotive dealers	-	-	-	-	-
554	Gasoline service stations	-	-	-	-	-
56	Apparel and accessory stores	49	8 417	1 240	263	186
561	Men's and boys' clothing and furnishings stores	10	2 312	475	85	57
562, 3, 8	Women's clothing and specialty stores and furriers	20	3 725	509	116	96
562	Women's ready-to-wear stores	19	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	16	2 007	220	55	29
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	4	(D)	(D)	(D)	(D)
5712	Furniture stores	-	-	-	-	-
5713, 4, 9	Home furnishings stores	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	4	(D)	(D)	(D)	(D)
58	Eating and drinking places	17	3 188	847	195	201
5812	Eating places	17	3 188	847	195	201
5813	Drinking places (alcoholic beverages)	-	-	-	-	-
591	Drug and proprietary stores	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	25	2 836	336	73	37
592	Liquor stores	-	-	-	-	-
594	Miscellaneous shopping goods stores	22	2 694	324	70	34
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 14</b>					
	<b>Retail stores<sup>2</sup></b>	172	188 883	20 417	4 503	2 382
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	8	7 137	788	184	95
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	4	57 504	5 754	1 249	710
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	-	-	-	-	-
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	6	(D)	(D)	(D)	(D)
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b>	23	65 356	7 754	1 768	541
554	<b>Gasoline service stations</b>	6	2 012	308	80	42
56	<b>Apparel and accessory stores</b>	11	3 738	547	118	66
561	Men's and boys' clothing and furnishings stores	3	1 796	334	71	24
562, 3, 8	Women's clothing and specialty stores and furriers	3	713	105	22	22
562	Women's ready-to-wear stores	3	713	105	22	22
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	-	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	25	9 048	1 081	240	103
5712	Furniture stores	11	4 786	677	140	50
5713, 4, 9	Home furnishings stores	3	755	125	31	19
572, 3	Household appliance, radio, television, and music stores	11	3 507	279	69	34
58	<b>Eating and drinking places</b>	39	10 338	2 470	532	600
5812	Eating places	33	9 324	2 292	487	557
5813	Drinking places (alcoholic beverages)	6	1 012	178	45	43
591	<b>Drug and proprietary stores</b>	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	51	11 746	1 478	331	202
592	Liquor stores	5	1 418	149	40	32
594	Miscellaneous shopping goods stores	31	9 211	1 121	248	135
5992	Florists	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Diego</b>					
	Retail stores <sup>2</sup> -----	5 992	2 749 162	354 607	82 771	49 975
52	Building materials, hardware, garden supply, and mobile home dealers -----	187	94 709	11 294	2 637	1 127
525	Hardware stores -----	46	14 757	(D)	(D)	(D)
52 ex. 525	Other -----	141	79 952	(D)	(D)	(D)
53	General merchandise group stores -----	98	435 366	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	27	392 630	46 076	10 034	6 109
533	Variety stores-----	37	20 412	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	34	22 324	2 927	584	499
54	Food stores <sup>4</sup> -----	645	521 705	50 419	11 758	5 662
541	Grocery stores-----	379	478 106	44 028	10 445	4 678
55 ex. 554	Automotive dealers -----	380	534 308	58 169	13 617	4 206
554	Gasoline service stations-----	395	185 307	12 934	2 990	2 140
58	Apparel and accessory stores-----	512	138 398	19 081	4 576	2 979
561	Men's and boys' clothing and furnishings stores -----	103	31 869	4 694	1 167	630
562, 3, 8	Women's clothing and specialty stores and furriers -----	196	62 065	8 095	2 078	1 501
562	Women's ready-to-wear stores -----	160	58 266	7 596	1 954	1 429
565	Family clothing stores -----	74	17 355	2 355	461	321
566	Shoe stores -----	94	21 324	2 938	707	393
564, 9	Other apparel and accessory stores -----	45	5 785	719	163	134
57	Furniture, home furnishings, and equipment stores-----	537	203 057	26 443	5 997	2 732
5712	Furniture stores -----	148	79 782	11 876	2 665	1 043
5713, 4, 9	Home furnishings stores -----	184	39 724	5 742	1 265	615
572, 3	Household appliance, radio, television, and music stores-----	205	83 551	8 825	2 067	1 074
58	Eating and drinking places-----	1 430	325 191	84 029	19 773	18 049
5812	Eating places -----	1 078	288 602	75 054	17 596	16 012
5813	Drinking places (alcoholic beverages) -----	352	36 589	8 975	2 177	2 037
591	Drug and proprietary stores -----	109	82 946	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	1 699	228 175	28 135	6 874	4 553
592	Liquor stores -----	192	63 788	5 377	1 302	979
594	Miscellaneous shopping goods stores -----	677	106 646	13 659	3 326	2 145
5992	Florists -----	83	8 264	1 667	394	295

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>El Cajon</b>					
	Retail stores <sup>2</sup> -----	796	512 618	54 893	13 515	7 623
52	Building materials, hardware, garden supply, and mobile home dealers -----	48	39 868	4 255	1 041	381
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	43	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	16	102 728	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	8	94 873	9 208	2 618	1 504
533	Variety stores-----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	62	87 585	6 488	1 545	725
541	Grocery stores-----	32	(D)	5 979	1 423	625
55 ex. 554	Automotive dealers -----	96	139 962	13 442	3 175	1 063
554	Gasoline service stations-----	67	38 550	(D)	(D)	(D)
56	Apparel and accessory stores-----	61	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	12	3 349	459	105	67
562, 3, 8	Women's clothing and specialty stores and fitters -----	20	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	19	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	303	67	49
566	Shoe stores -----	16	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	7	(D)	128	29	29
57	Furniture, home furnishings, and equipment stores-----	75	22 184	2 459	582	290
5712	Furniture stores -----	20	11 232	1 340	314	133
5713, 4, 9	Home furnishings stores -----	28	3 921	395	95	64
572, 3	Household appliance, radio, television, and music stores-----	27	7 031	724	173	93
58	Eating and drinking places-----	165	32 513	7 733	1 877	1 873
5812	Eating places -----	128	30 129	7 279	1 757	1 767
5813	Drinking places (alcoholic beverages) -----	37	2 384	454	120	106
591	Drug and proprietary stores -----	16	(D)	2 155	583	230
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	190	32 003	3 521	871	586
592	Liquor stores -----	20	(D)	524	123	98
594	Miscellaneous shopping goods stores-----	85	13 499	1 623	381	253
5992	Florists -----	17	1 180	230	51	44

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Chula Vista</b>					
	Retail stores <sup>2</sup> -----	510	302 541	38 098	9 188	5 258
52	Building materials, hardware, garden supply, and mobile home dealers -----	21	(D)	1 654	395	171
525	Hardware stores -----	2	(D)	—	—	—
52 ex. 525	Other -----	18	(D)	1 654	395	171
53	General merchandise group stores -----	9	71 200	9 434	2 117	1 413
531	Department stores <sup>3</sup> -----	4	64 500	8 713	1 966	1 320
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	47	55 174	5 454	1 288	622
541	Grocery stores -----	22	(D)	4 741	1 113	497
55 ex. 554	Automotive dealers -----	52	50 818	5 751	1 404	442
554	Gasoline service stations -----	42	18 307	1 003	250	198
56	Apparel and accessory stores -----	42	18 347	2 082	574	371
561	Men's and boys' clothing and furnishings stores -----	7	4 362	543	124	66
562, 3, 8	Women's clothing and specialty stores and fitters -----	19	5 423	433	108	119
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	(D)	547	210	122
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	58	18 798	2 768	873	260
5712	Furniture stores -----	18	6 664	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	21	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	19	(D)	1 118	293	107
58	Eating and drinking places -----	98	24 256	5 943	1 457	1 240
5812	Eating places -----	78	22 418	5 529	1 361	1 150
5813	Drinking places (alcoholic beverages) -----	20	1 838	414	96	90
591	Drug and proprietary stores -----	12	(D)	1 617	440	161
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	129	17 530	2 392	592	380
592	Liquor stores -----	16	4 293	314	77	58
594	Miscellaneous shopping goods stores -----	51	7 783	1 093	285	176
5992	Florists -----	11	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Diego, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	12 778	5 817 901	712 310	167 085	99 315
52	Building materials, hardware, garden supply, and mobile home dealers -----	606	375 102	39 311	9 061	3 713
525	Hardware stores -----	95	28 297	3 740	853	431
52 ex. 525	Other -----	511	348 805	35 571	8 208	3 282
53	General merchandise group stores -----	217	925 784	108 498	24 393	15 437
531	Department stores <sup>3</sup> -----	64	835 534	98 587	21 895	13 232
533	Variety stores-----	75	45 930	8 722	1 601	1 415
539	Miscellaneous general merchandise stores-----	78	44 320	5 189	1 097	790
54	Food stores <sup>4</sup> -----	1 379	1 133 049	111 301	26 257	12 822
541	Grocery stores-----	789	1 038 841	97 938	23 303	10 383
55 ex. 554	Automotive dealers -----	980	1 195 188	129 044	30 003	9 669
554	Gasoline service stations-----	902	408 056	28 000	8 114	4 553
56	Apparel and accessory stores-----	997	242 819	31 848	7 808	5 178
561	Men's and boys' clothing and furnishings stores -----	173	52 449	7 741	1 642	1 021
562, 3, 8	Women's clothing and specialty stores and furriers -----	389	104 435	13 097	3 342	2 479
562	Women's ready-to-wear stores -----	322	97 959	12 334	3 160	2 347
565	Family clothing stores -----	145	32 816	4 048	954	651
566	Shoe stores -----	189	42 426	5 809	1 403	788
564, 9	Other apparel and accessory stores -----	101	10 693	1 151	267	239
57	Furniture, home furnishings, and equipment stores-----	1 187	347 118	44 900	10 356	4 893
5712	Furniture stores -----	357	147 894	21 008	4 784	1 865
5713, 4, 9	Home furnishings stores -----	396	74 070	9 984	2 237	1 131
572, 3	Household appliance, radio, television, and music stores-----	414	125 152	13 908	3 335	1 897
58	Eating and drinking places-----	2 741	575 379	148 049	34 235	32 378
5812	Eating places -----	2 110	515 564	131 790	30 730	29 076
5813	Drinking places (alcoholic beverages) -----	631	59 815	14 259	3 505	3 300
591	Drug and proprietary stores -----	235	181 457	24 807	8 595	2 884
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	3 572	433 951	50 754	12 283	8 390
592	Liquor stores -----	372	120 485	9 883	2 391	1 886
594	Miscellaneous shopping goods stores-----	1 430	191 360	23 557	5 637	3 761
5992	Florists -----	203	16 439	3 082	712	581

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 598, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Diego</b>					
	Retail stores <sup>2</sup> -----	330	63 724	11 753	2 922	2 568
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	6 916	954	235	257
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	17	3 925	430	128	85
55 ex. 554	Automotive dealers -----	6	1 347	159	30	17
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	58	12 973	2 422	605	447
561	Men's and boys' clothing and furnishings stores -----	22	4 161	797	200	140
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	3 649	540	129	138
562	Women's ready-to-wear stores -----	11	3 501	518	119	130
565	Family clothing stores -----	5	3 127	767	191	126
566	Shoe stores -----	12	1 867	295	81	40
564, 9	Other apparel and accessory stores -----	4	169	23	4	3
57	Furniture, home furnishings, and equipment stores -----	17	4 711	851	201	128
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	15	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	111	11 533	3 389	892	1 019
5812	Eating places -----	67	7 704	2 074	520	641
5813	Drinking places (alcoholic beverages) -----	44	3 829	1 315	372	378
591	Drug and proprietary stores -----	8	3 838	644	171	122
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	103	17 663	2 737	608	466
592	Liquor stores -----	5	684	52	12	8
594	Miscellaneous shopping goods stores -----	57	13 538	1 903	422	318
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>San Diego</b>			
	Retail stores <sup>3</sup> -----	10.9	70.4	80.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	92.3	86.3	94.8
525 52 ex. 525	Hardware stores -----	51.3	101.4	75.9
	Other -----	(D)	83.8	96.5
53	General merchandise group stores -----	-14.5	60.3	75.4
531	Department stores <sup>4</sup> -----	-28.9	64.3	81.6
533	Variety stores -----	11.9	9.6	10.9
539	Miscellaneous general merchandise stores -----	-91.9	59.5	70.0
54	Food stores <sup>5</sup> -----	-38.5	77.4	75.6
541	Grocery stores -----	(NA)	74.6	72.4
55 ex. 554	Automotive dealers -----	-5.9	55.9	73.2
554	Gasoline service stations -----	-68.1	76.9	90.2
56	Apparel and accessory stores -----	9.2	68.3	70.7
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	37.8	45.2	54.0
	Women's clothing and specialty stores and furniers -----	-29.0	77.9	80.3
562	Women's ready-to-wear stores -----	(D)	86.0	86.5
565	Family clothing stores -----	-3.1	82.5	62.0
566	Shoe stores -----	20.4	55.2	62.2
564, 9	Other apparel and accessory stores -----	230.8	172.0	181.2
57	Furniture, home furnishings, and equipment stores -----	-8.5	100.0	96.2
5712 5713, 4, 9 572, 3	Furniture stores -----	(D)	55.7	82.2
	Home furnishings stores -----	-52.5	150.2	109.0
	Household appliance, radio, television, and music stores -----	(D)	142.9	107.5
58	Eating and drinking places -----	43.1	90.9	95.3
5812 5813	Eating places -----	71.7	99.5	107.1
	Drinking places (alcoholic beverages) -----	-14.4	42.6	30.8
591	Drug and proprietary stores -----	28.9	31.4	50.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(D)	73.0	90.7
592	Liquor stores -----	175.4	49.6	58.2
594	Miscellaneous shopping goods stores -----	2.0	74.3	101.1
5992	Florists -----	-7.2	87.8	87.7

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>El Cajon</b>			
	Retail stores <sup>3</sup> -----	(NA)	113.9	80.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	68.8	94.8
525	Hardware stores -----	(NA)	(D)	75.9
52 ex. 525	Other -----	(NA)	(D)	96.5
53	General merchandise group stores -----	(NA)	110.7	75.4
531	Department stores <sup>4</sup> -----	(NA)	103.9	81.6
533	Variety stores -----	(NA)	(D)	10.9
539	Miscellaneous general merchandise stores-----	(NA)	-13.8	70.0
54	Food atores <sup>5</sup> -----	(NA)	48.0	75.8
541	Grocery stores-----	(NA)	(D)	72.4
55 ex. 554	Automotive dealers -----	(NA)	145.0	73.2
554	Gasoline service stations-----	(NA)	199.9	90.2
56	Apparel and accessory atores-----	(NA)	(D)	70.7
561	Men's and boys' clothing and furnishings stores -----	(NA)	313.5	54.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	61.1	80.3
562	Women's ready-to-wear stores -----	(NA)	71.6	86.5
565	Family clothing stores -----	(NA)	(D)	62.0
566	Shoe stores -----	(NA)	(D)	62.2
564, 9	Other apparel and accessory stores -----	(NA)	(D)	181.2
57	Furniture, home furnishings, and equipment stores-----	(NA)	115.5	96.2
5712	Furniture stores -----	(NA)	(D)	82.2
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	109.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	107.5
58	Eating and drinking places-----	(NA)	148.8	95.3
5812	Eating places -----	(NA)	(D)	107.1
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	30.8
591	Drug and proprietary atores-----	(NA)	(D)	50.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	229.4	90.7
592	Liquor stores -----	(NA)	(D)	58.2
594	Miscellaneous shopping goods stores -----	(NA)	(NC)	101.1
5992	Florists -----	(NA)	(D)	87.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>San Diego</b>						
	Retail stores <sup>1</sup> —	2.6	1.2	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	(D)	(D)	(D)	3.4	6.4
525	Hardware stores	(D)	(D)	(D)	0.5	0.5
52 ex. 525	Other	(D)	(D)	(D)	2.9	6.0
53	General merchandise group stores	1.4	0.8	8.4	15.6	15.9
531	Department stores <sup>2</sup>	(D)	(D)	(D)	14.3	14.4
533	Variety stores	(D)	(D)	(D)	0.7	0.8
539	Miscellaneous general merchandise stores	(D)	(D)	(D)	0.8	0.8
54	Food stores <sup>3</sup>	0.5	0.2	3.4	19.0	19.5
541	Grocery stores	0.3	0.1	1.7	17.4	17.9
55 ex. 554	Automotive dealers	0.2	0.1	1.8	19.4	20.5
554	Gasoline service stations	(D)	(D)	(D)	8.7	7.0
56	Apparel and accessory stores	10.2	5.8	20.0	5.0	4.2
561	Men's and boys' clothing and furnishings stores	18.0	10.9	8.1	1.2	0.9
562, 3, 8	Women's clothing and specialty stores and furriers	4.2	2.5	3.7	2.3	1.8
562	Women's ready-to-wear stores	(D)	(D)	(D)	2.1	1.7
565	Family clothing stores	17.5	9.2	4.3	0.6	0.6
566	Shoe stores	10.5	5.3	3.2	0.8	0.7
564, 9	Other apparel and accessory stores	9.7	5.2	0.8	0.2	0.2
57	Furniture, home furnishings, and equipment stores	2.1	1.2	8.1	7.4	8.0
5712	Furniture stores	(D)	(D)	(D)	2.9	2.5
5713, 4, 9	Home furnishings stores	(D)	(D)	(D)	1.4	1.3
572, 3	Household appliance, radio, television, and music stores	4.1	2.7	4.8	3.0	2.2
58	Eating and drinking places	5.1	2.9	23.4	11.8	9.9
5812	Eating places	4.6	2.6	18.7	10.5	8.9
5813	Drinking places (alcoholic beverages)	9.0	5.5	4.6	1.3	1.0
591	Drug and proprietary stores	6.0	2.7	7.0	3.0	3.1
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup>	(D)	(D)	(D)	8.3	7.5
592	Liquor stores	3.0	1.6	2.7	2.3	2.1
594	Miscellaneous shopping goods stores	12.9	7.2	19.5	3.9	3.3
5992	Florists	(D)	(D)	(D)	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>El Cajon</b>					
	Retail stores <sup>1</sup> -----	9.8	0.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	(D)	(D)	7.7	6.4
525 52 ax. 525	Hardware stores-----	(D)	—	—	(D)	0.5
	Other-----	4.1	(D)	(D)	(D)	6.0
53	General merchandise group stores-----	8.5	0.9	17.3	20.0	15.9
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	18.5	14.4
533	Variety stores-----	(D)	(D)	(D)	(D)	0.8
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	0.8
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	13.2	19.5
541	Grocery stores-----	14.7	(D)	(D)	(D)	17.9
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	27.3	20.5
554	Gasoline service stations-----	3.1	0.3	2.4	7.5	7.0
56	Apparel and accessory stores-----	(D)	0.9	4.1	(D)	4.2
561 562, 3, 8	Men's and boys' clothing and furnishings stores-----	(D)	(D)	(D)	0.7	0.9
	Women's clothing and specialty stores and furs-----	(D)	—	—	(D)	1.8
562	Women's ready-to-wear stores-----	(D)	—	—	(D)	1.7
565	Family clothing stores-----	54.9	(D)	(D)	(D)	0.6
566	Shoe stores-----	(D)	(D)	(D)	(D)	0.7
564, 9	Other apparel and accessory stores-----	(D)	—	—	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	23.2	1.5	10.3	4.3	6.0
5712 5713, 4, 9 572, 3	Furniture stores-----	24.7	1.9	5.5	2.2	2.5
	Home furnishings stores-----	35.0	1.9	2.7	0.8	1.3
	Household appliance, radio, television, and music stores-----	14.3	0.8	2.0	1.4	2.2
58	Eating and drinking places-----	12.4	0.7	8.0	6.3	9.9
5812 5813	Eating places-----	11.2	0.7	6.7	5.9	8.9
	Drinking places (alcoholic beverages)-----	28.3	1.1	1.3	0.5	1.0
591	Drug and proprietary stores-----	18.2	(D)	(D)	(D)	3.1
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	14.7	1.1	9.3	6.2	7.5
592	Liquor stores-----	(D)	(D)	(D)	(D)	2.1
594	Miscellaneous shopping goods stores-----	15.1	1.1	4.1	2.6	3.3
5992	Florists-----	13.0	0.9	0.3	0.2	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## SAN FRANCISCO-OAKLAND

Standard Metropolitan Statistical Area



## **SAN FRANCISCO-OAKLAND**

## **San Francisco Central Business District**



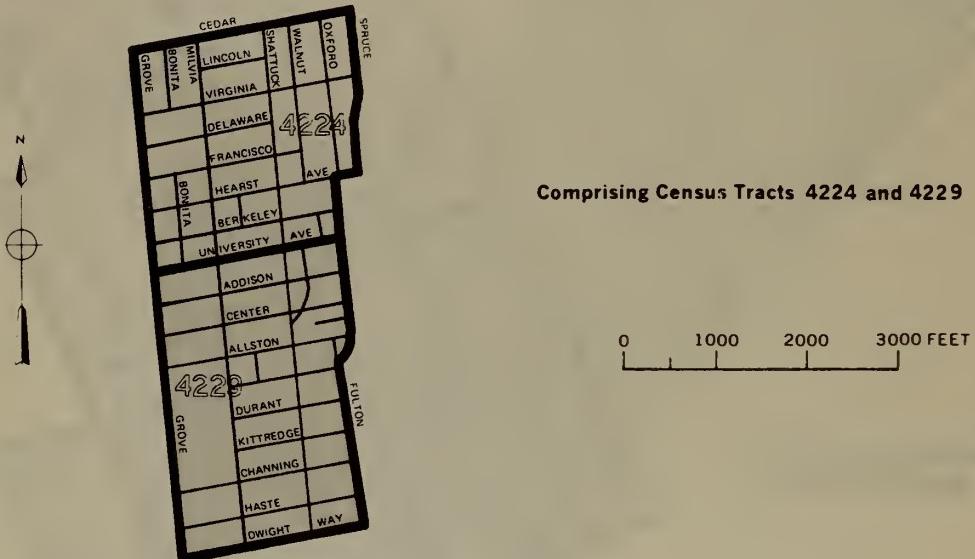
## SAN FRANCISCO-OAKLAND

### Oakland Central Business District



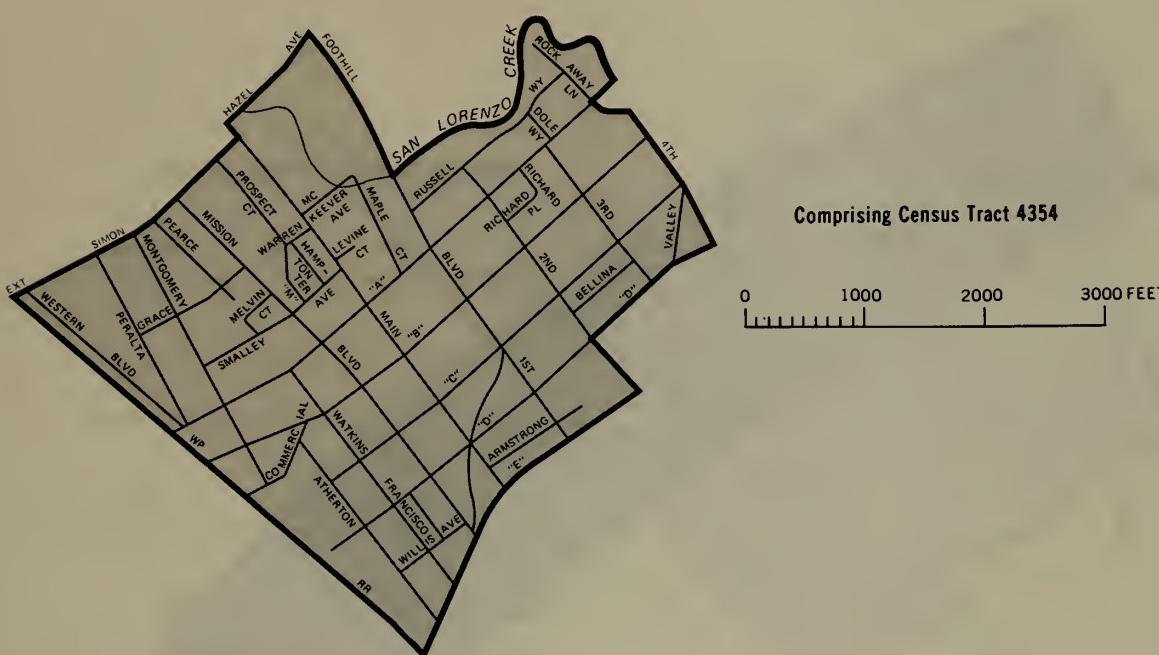
Comprising Census Tracts  
4028, 4029, 4030 and 4031

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**SAN FRANCISCO-OAKLAND****Berkeley  
Central Business District**

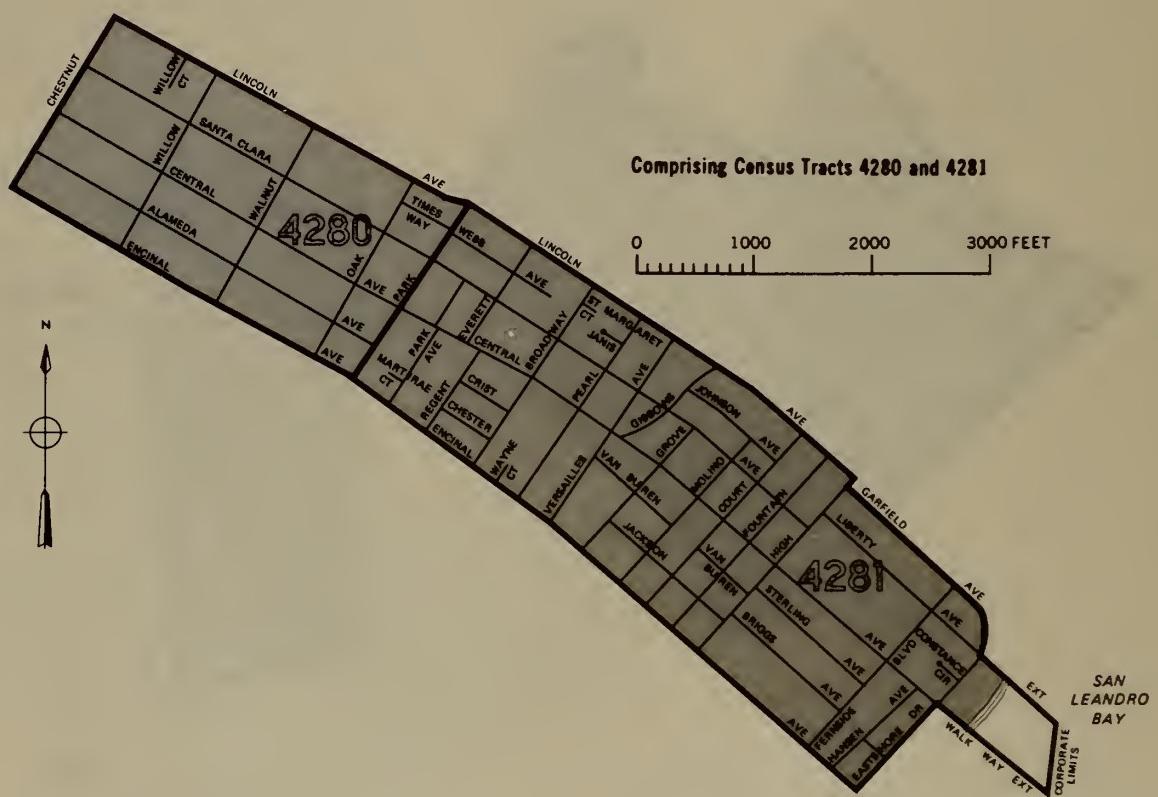
# SAN FRANCISCO-OAKLAND

## Hayward Central Business District



## **SAN FRANCISCO-OAKLAND**

## **Alameda Central Business District**



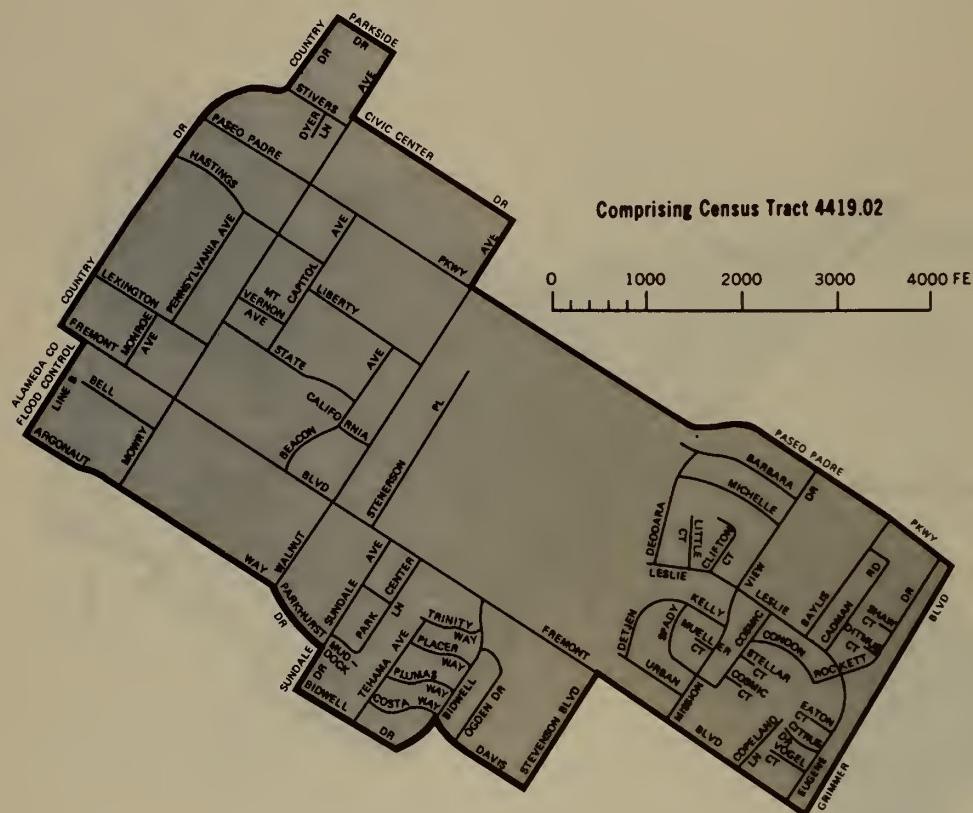
# SAN FRANCISCO-OAKLAND

## San Leandro Central Business District



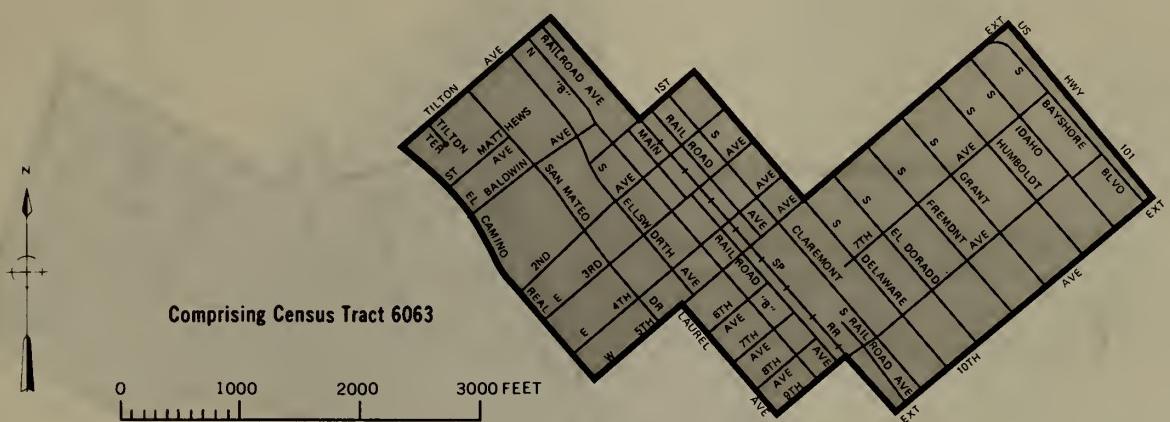
## SAN FRANCISCO-OAKLAND

**Fremont**  
**Central Business District**



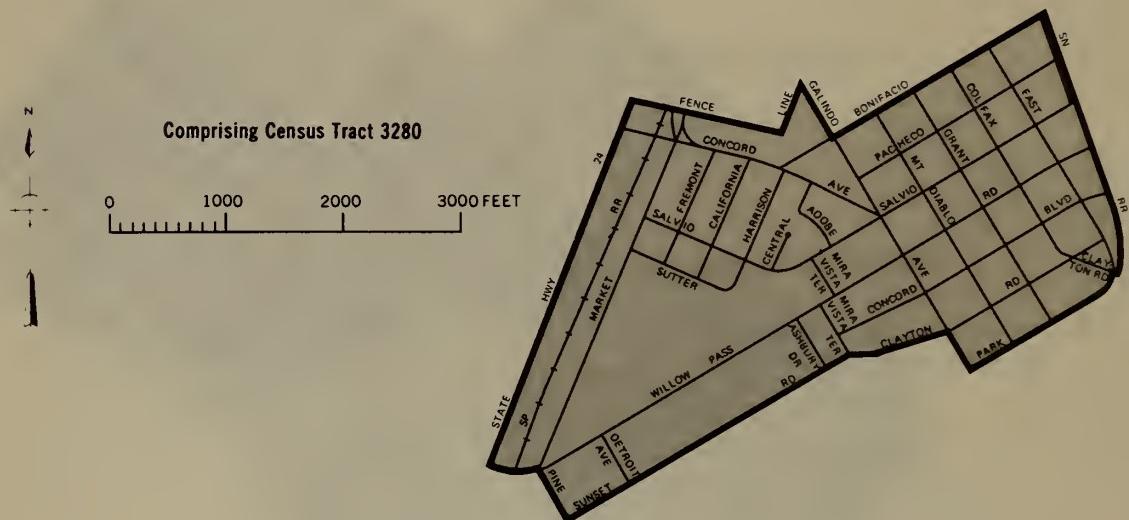
## **SAN FRANCISCO-OAKLAND**

## **San Mateo Central Business District**



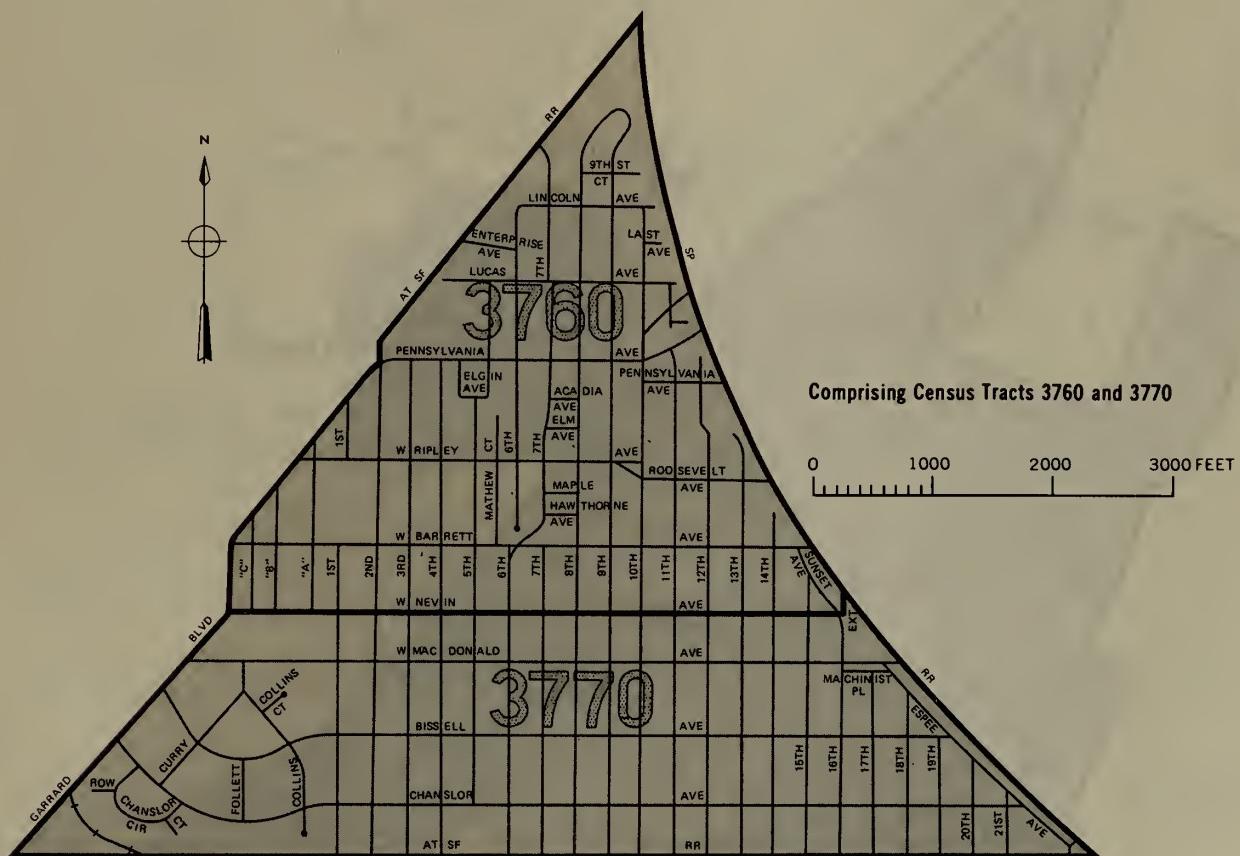
# SAN FRANCISCO-OAKLAND

## Concord Central Business District



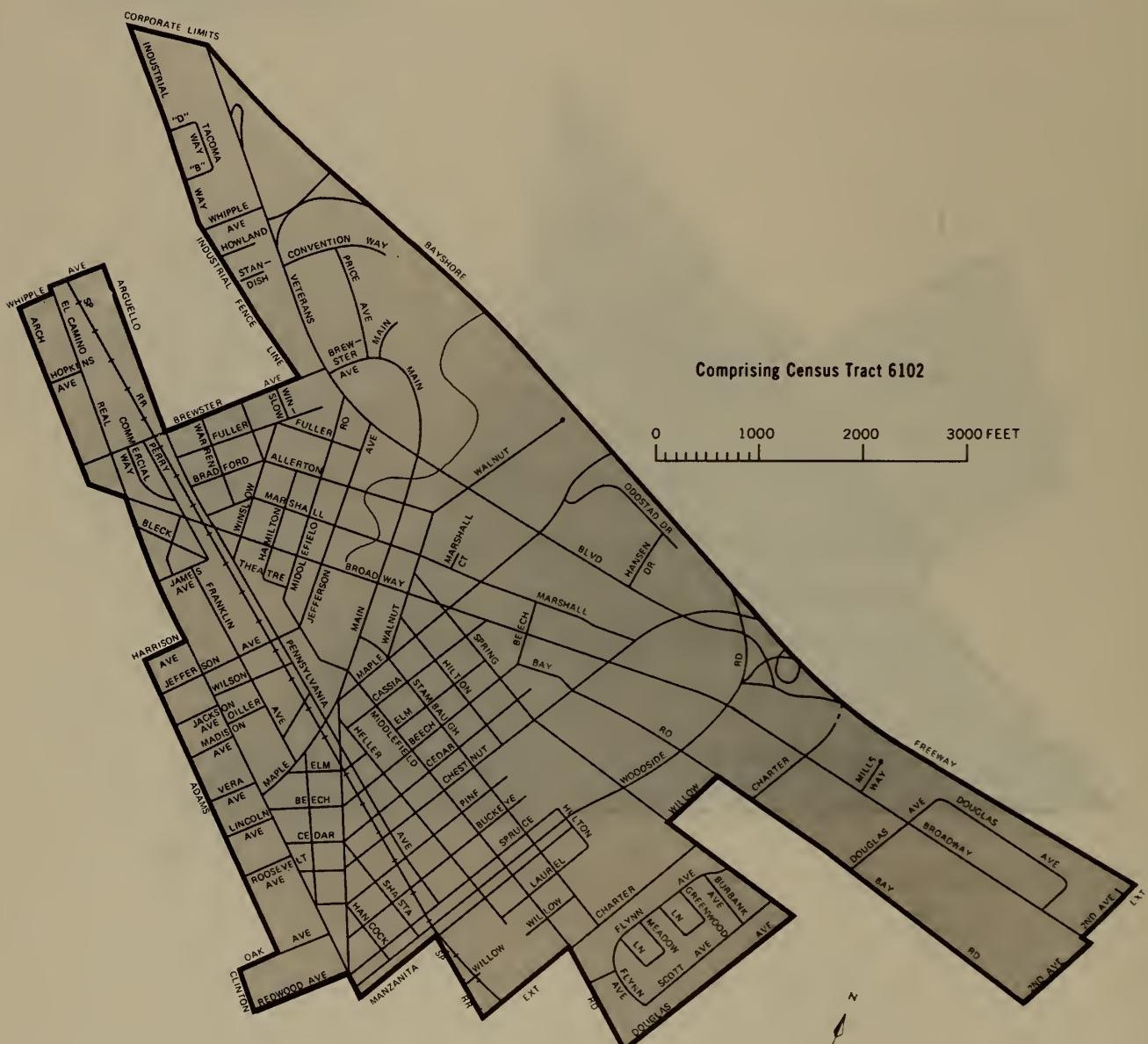
## SAN FRANCISCO-OAKLAND

**Richmond**  
**Central Business District**



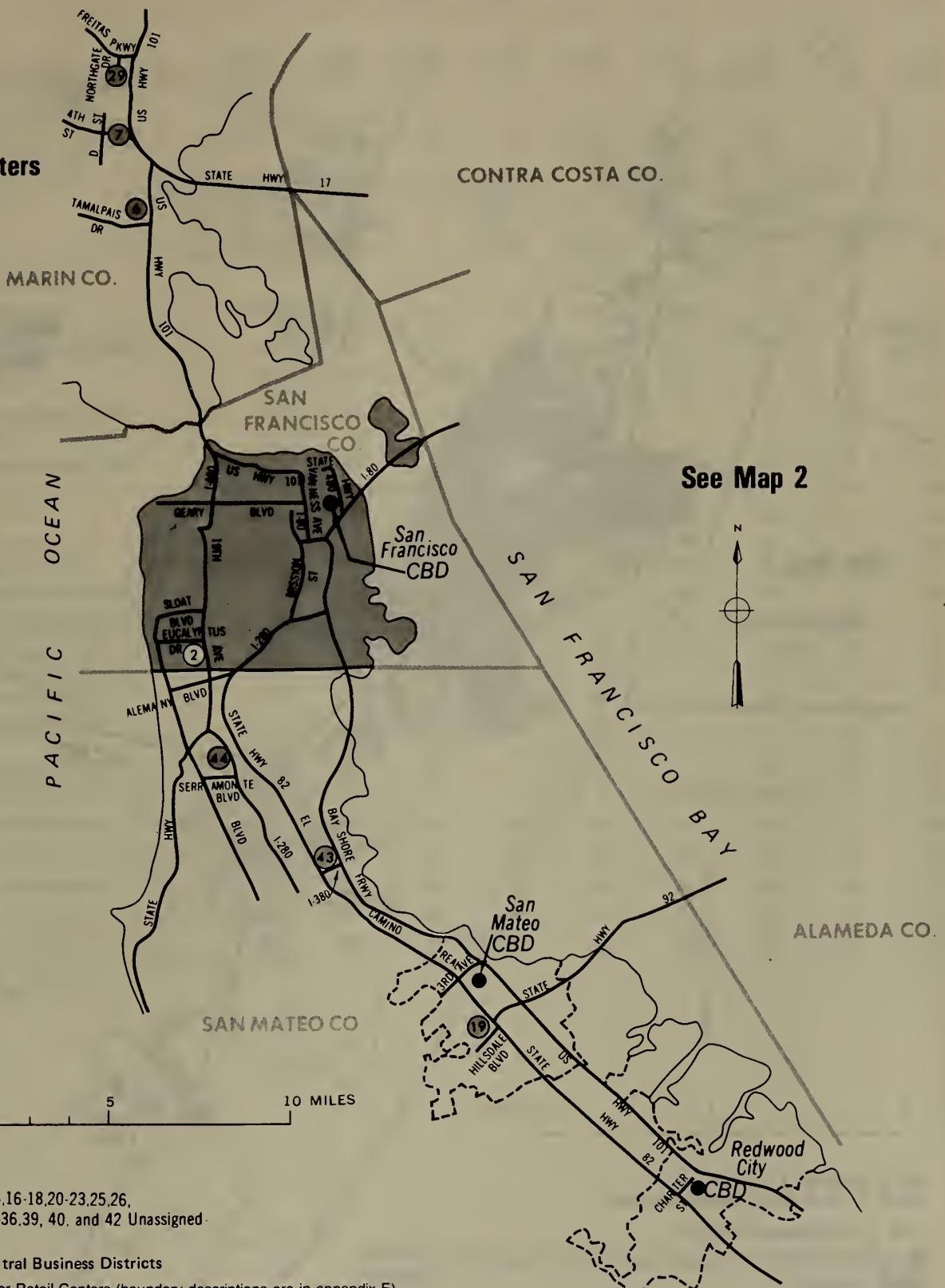
## **SAN FRANCISCO-OAKLAND**

## **Redwood City Central Business District**



## **SAN FRANCISCO-OAKLAND**

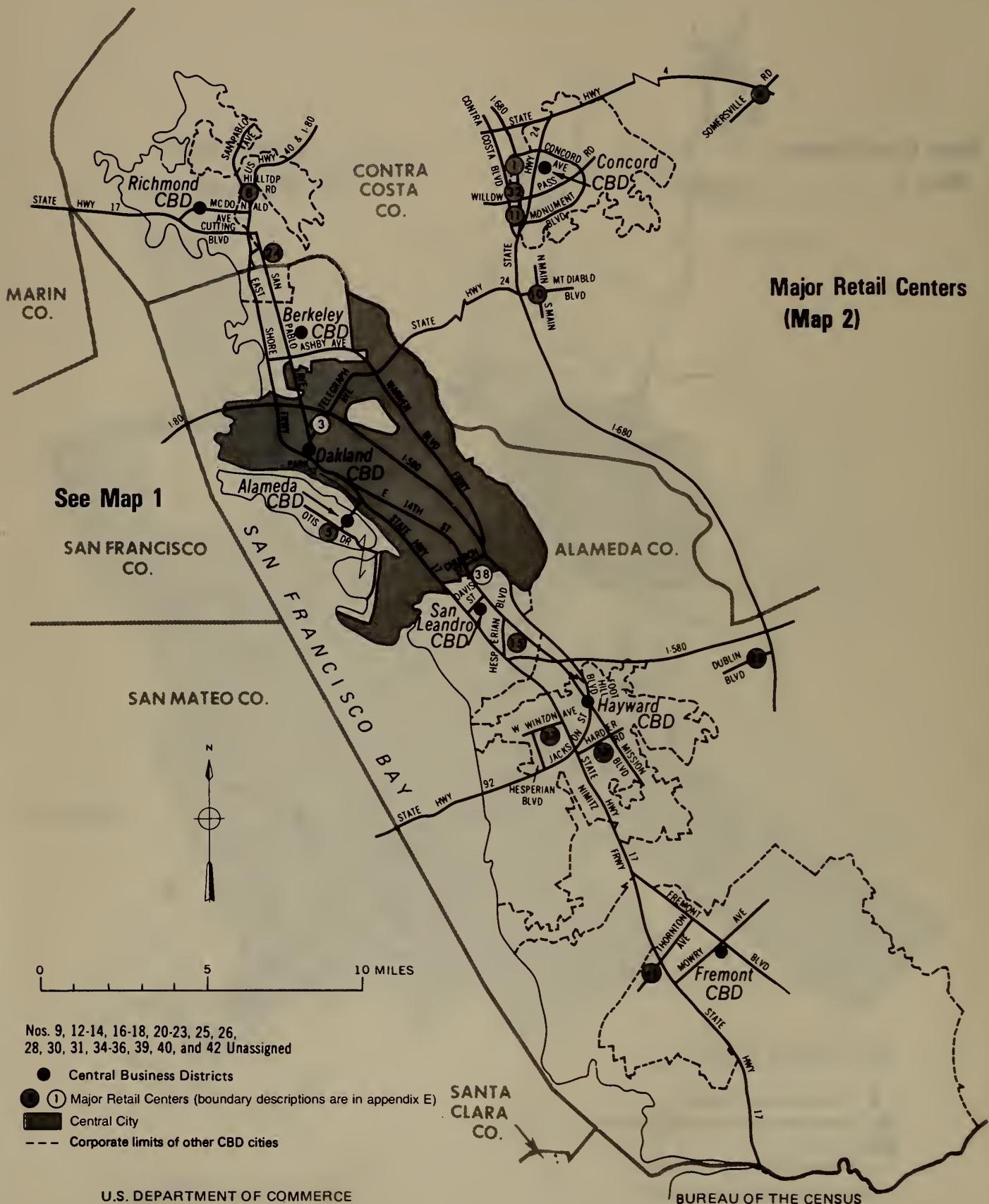
## **Major Retail Centers (Map 1)**



Nos. 9,12-14,16-18,20-23,25,26,  
28,30,31,34-36,39, 40, and 42 Unassigned.

- Central Business Districts
  - ① Major Retail Centers (boundary descriptions are in appendix E)
  - Central City
  - - - Corporate limits of other CBD cities

## SAN FRANCISCO-OAKLAND



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities							
			San Francisco	Oakland	Berkeley	Hayward	Alameda	San Leandro	Fremont	Concord
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number -----	27 359	8 085	2 829	1 058	847	440	611	724	741
	Sales (\$1,000) -----	11 987 561	2 805 859	1 092 370	377 264	550 038	188 120	338 856	429 121	492 152
	Payroll entire year (\$1,000) -----	1 623 855	439 828	154 631	(D)	69 118	(D)	41 220	51 828	58 601
	Paid employees for week including March 12 -----	200 975	53 050	18 875	(D)	7 735	(D)	4 581	8 208	7 180
54, 58, 591	<b>Convenience goods stores:</b>									
	Number -----	10 671	3 867	1 115	381	298	162	231	215	212
	Sales (\$1,000) -----	4 491 126	1 152 338	(D)	(D)	148 336	80 585	(D)	(D)	(D)
53, 58, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number -----	8 068	2 391	645	375	248	120	151	215	257
	Sales (\$1,000) -----	3 475 303	934 504	277 056	(D)	(D)	33 628	(D)	(D)	178 912
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number -----	8 620	1 827	869	302	301	158	229	294	272
	Sales (\$1,000) -----	4 021 132	719 017	(D)	138 828	(D)	71 907	(D)	181 835	(D)
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup></b> -----	27 359	8 085	2 829	1 058	847	440	811	724	741
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	970	160	70	35	34	13	33	36	34
525	Hardware stores -----	271	67	21	10	5	6	6	10	5
52 ex. 525	Other -----	699	93	49	25	29	7	27	26	29
53	<b>General merchandise group stores</b> -----	466	128	40	15	14	6	13	15	11
531	Department stores <sup>4</sup> -----	90	11	7	2	5	2	5	4	3
533	Variety stores -----	154	49	14	3	4	3	3	5	5
539	Miscellaneous general merchandise stores -----	222	66	19	10	5	1	5	6	3
54	<b>Food stores<sup>5</sup></b> -----	3 577	1 250	374	131	104	46	87	79	75
541	Grocery stores -----	2 196	799	257	72	54	27	38	43	40
55 ex. 554	<b>Automotive dealers</b> -----	1 510	175	145	45	84	46	50	81	69
554	<b>Gasoline service stations</b> -----	1 749	320	198	48	69	28	53	60	56
56	<b>Apparel and accessory stores</b> -----	2 193	715	196	93	70	30	32	40	80
561	Men's and boys' clothing and furnishings stores -----	378	143	38	14	12	7	9	7	15
562, 3, 8	Women's clothing and specialty stores and furriers -----	880	284	71	34	28	9	11	17	27
562	Women's ready-to-wear stores -----	733	220	60	26	21	8	11	15	23
565	Family clothing stores -----	254	86	18	12	7	4	3	2	10
566	Shoe stores -----	408	103	38	19	19	4	6	10	24
564, 9	Other apparel and accessory stores -----	273	99	31	14	4	6	3	4	4
57	<b>Furniture, home furnishings, and equipment stores</b> -----	2 220	538	208	87	74	31	48	75	78
5712	Furniture stores -----	646	179	68	18	21	12	12	13	12
5713, 4, 9	Home furnishings stores -----	752	171	66	27	19	8	20	32	31
572, 3	Household appliance, radio, television, and music stores -----	822	188	74	42	34	11	16	30	35
58	<b>Eating and drinking places</b> -----	6 433	2 431	876	226	173	105	145	122	122
5812	Eating places -----	5 048	1 856	507	209	129	72	106	98	101
5813	Drinking places (alcoholic beverages) -----	1 385	575	169	17	44	33	39	24	21
591	<b>Drug and proprietary stores</b> -----	661	188	65	24	21	11	19	14	15
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	7 580	2 184	657	354	204	124	151	222	201
592	Liquor stores -----	833	203	134	31	28	19	25	27	16
594	Miscellaneous shopping goods stores -----	3 189	1 012	201	180	90	53	58	85	88
5992	Florists -----	409	123	41	14	15	5	12	11	9

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Cities—Con.			Central business districts					
		Richmond	Redwood City	San Mateo	San Francisco	Oakland	Berkeley	Hayward	Alameda	San Leandro
	Retail stores: <sup>1, 2</sup>									
	Number	462	493	785	1 926	415	189	145	114	107
	Sales (\$1,000)	231 255	292 096	425 737	830 761	164 548	84 431	74 506	25 965	59 995
	Payroll entire year (\$1,000)	30 102	35 364	57 261	156 393	33 668	14 188	10 326	3 568	7 913
	Paid employees for week including March 12	3 808	4 003	7 409	18 153	3 803	1 678	1 185	521	784
54, 58, 591	Convenience goods stores:									
	Number	169	174	268	895	202	57	50	46	36
	Sales (\$1,000)	49 586	96 007	(D)	198 977	35 546	15 704	8 172	13 807	25 995
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number	136	121	274	706	134	86	50	42	34
	Sales (\$1,000)	92 464	53 529	160 905	506 901	98 071	32 029	29 838	8 234	6 412
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number	157	198	243	325	79	46	45	26	37
	Sales (\$1,000)	89 205	142 560	(D)	124 883	30 931	36 698	36 496	3 924	27 588
	Number of Establishments									
	Retail stores <sup>1, 2</sup>	462	493	785	1 926	415	189	145	114	107
52	Building materials, hardware, garden supply, and mobile home dealers	13	17	28	6	4	5	2	4	2
525	Hardware stores	2	5	7	2	1	2	—	2	—
52 ex. 525	Other	11	12	21	4	3	3	2	2	2
53	General merchandise group stores	9	10	21	29	9	6	3	2	1
531	Department stores <sup>4</sup>	4	2	5	4	3	2	1	—	—
533	Variety stores	5	3	6	7	3	1	1	1	1
539	Miscellaneous general merchandise stores	—	5	10	18	3	3	1	1	1
54	Food stores <sup>5</sup>	66	49	83	125	46	15	9	11	8
541	Grocery stores	41	32	44	80	25	7	5	6	4
55 ex. 554	Automotive dealers	36	52	36	15	5	11	12	3	13
554	Gasoline service stations	38	52	53	18	8	9	9	6	6
56	Apparel and accessory stores	51	24	75	279	57	22	10	12	8
561	Men's and boys' clothing and furnishings stores	9	4	8	70	12	1	3	2	1
562, 3, 8	Women's clothing and specialty stores and furriers	20	11	35	97	19	8	4	4	3
562	Women's ready-to-wear stores	15	9	30	73	16	6	3	3	3
565	Family clothing stores	6	4	8	23	5	6	—	2	1
566	Shoe stores	13	4	15	48	13	6	2	1	2
564, 9	Other apparel and accessory stores	3	1	9	41	8	1	1	3	1
57	Furniture, home furnishings, and equipment stores	43	41	68	93	27	20	13	12	11
5712	Furniture stores	8	13	18	34	12	1	6	6	2
5713, 4, 9	Home furnishings stores	12	10	20	29	2	6	2	2	3
572, 3	Household appliance, radio, television, and music stores	23	18	30	30	13	13	5	4	6
58	Eating and drinking places	90	113	164	726	147	38	38	31	23
5812	Eating places	68	86	142	587	124	35	29	24	14
5813	Drinking places (alcoholic beverages)	22	27	22	139	23	3	9	7	9
591	Drug and proprietary stores	13	12	21	44	9	4	3	4	5
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	103	123	236	591	103	59	46	29	30
592	Liquor stores	20	15	19	36	13	—	1	3	2
594	Miscellaneous shopping goods stores	33	46	110	305	41	38	24	16	14
5992	Florists	7	7	10	30	10	5	2	3	3

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.					Major retail centers			
		Fremont	Concord	Richmond	Redwood	San Mateo	No. 1	No. 2	No. 3	No. 4
					City					
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number	122	148	43	249	203	107	79	30	71
	Sales (\$1,000)	120 958	74 722	8 813	185 349	49 481	139 858	100 595	28 641	78 648
	Payroll entire year (\$1,000)	16 036	10 181	1 209	21 539	8 664	15 117	14 983	4 425	9 877
	Paid employees for week including March 12	2 228	1 208	197	2 277	1 238	1 731	1 452	582	1 266
54, 58, 591	<b>Convenience goods stores:</b>									
	Number	42	43	23	91	65	31	20	10	23
	Sales (\$1,000)	44 590	27 756	4 998	52 164	15 850	27 028	23 058	1 282	28 918
53, 58, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number	62	51	12	64	82	44	47	17	37
	Sales (\$1,000)	67 931	19 479	2 595	23 378	24 182	55 521	58 704	25 176	38 595
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number	18	54	8	94	56	32	12	3	11
	Sales (\$1,000)	8 437	27 487	1 220	109 807	9 459	57 308	20 833	183	9 137
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup></b>	122	148	43	249	203	107	79	30	71
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	6	1	4	5	6	1	-	1
525	Hardware stores	-	2	-	-	-	1	-	-	-
52 ex. 525	Other	-	4	1	4	5	5	1	-	1
53	<b>General merchandise group stores</b>	4	2	1	5	8	5	3	2	5
531	Department stores <sup>4</sup>	3	-	-	1	1	3	2	1	4
533	Variety stores	1	1	1	1	3	-	1	-	-
539	Miscellaneous general merchandise stores	-	1	-	3	2	2	-	1	1
54	<b>Food stores<sup>5</sup></b>	17	9	13	21	13	10	10	-	12
541	Grocery stores	9	3	9	12	5	8	3	-	6
55 ex. 554	<b>Automotive dealers</b>	2	19	1	27	5	7	2	-	3
554	<b>Gasoline service stations</b>	8	9	1	28	4	8	2	-	8
56	<b>Apparel and accessory stores</b>	23	13	7	15	23	10	30	2	12
561	Men's and boys' clothing and furnishings stores	5	4	3	3	1	2	5	-	1
562, 3, 8	Women's clothing and specialty stores and furriers	-	-	-	-	-	-	-	-	-
562	Women's ready-to-wear stores	9	4	3	6	10	5	12	1	5
565	Family clothing stores	9	3	2	6	10	5	9	1	-
566	Shoe stores	2	1	1	1	5	1	1	-	-
564, 9	Other apparel and accessory stores	5	3	-	4	3	2	10	1	5
57	<b>Furniture, home furnishings, and equipment stores</b>	14	21	3	22	20	9	4	8	9
5712	Furniture stores	1	3	-	7	4	3	-	2	2
5713, 4, 9	Home furnishings stores	4	6	-	2	10	3	2	4	2
572, 3	Household appliance, radio, television, and music stores	9	12	3	13	6	3	2	2	5
58	<b>Eating and drinking places</b>	21	33	8	84	48	20	8	10	9
5812	Eating places	18	24	3	53	38	18	7	4	9
5813	Drinking places (alcoholic beverages)	3	9	5	11	8	2	1	6	-
591	<b>Drug and proprietary stores</b>	4	1	2	6	6	1	2	-	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b>	31	35	6	59	75	31	17	8	12
592	Liquor stores	2	3	3	5	4	3	-	-	-
594	Miscellaneous shopping goods stores	21	15	1	22	33	20	10	5	11
5992	Florists	2	3	-	2	4	-	1	-	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 5	No. 6	No. 7	No. 8	No. 10	No. 11	No. 15	No. 19	No. 24
	Retail stores: <sup>1, 2</sup>									
	Number	43	26	190	84	313	69	86	87	57
	Sales (\$1,000)	45 683	24 358	59 744	62 747	229 927	60 172	83 158	115 364	50 424
	Payroll entire year (\$1,000)	5 373	3 182	9 110	8 918	29 818	8 310	10 364	15 939	7 100
	Paid employees for week including March 12	756	450	1 120	1 427	3 667	966	1 373	2 078	904
54, 58, 591	Convenience goods stores:									
	Number	12	7	50	18	71	25	26	22	16
	Sales (\$1,000)	22 046	(D)	11 737	6 727	45 182	22 333	21 887	18 157	17 178
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number	23	17	95	63	148	22	36	58	31
	Sales (\$1,000)	21 096	19 056	32 622	55 771	109 350	24 961	55 099	95 582	28 408
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number	8	2	45	3	94	22	24	7	10
	Sales (\$1,000)	2 541	(D)	15 385	249	75 395	12 878	6 172	1 625	4 838
	Number of Establishments									
	Retail stores <sup>1, 2</sup>	43	26	190	84	313	69	86	87	57
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	5	-	9	4	2	-	1
525	Hardware stores	-	-	2	-	1	1	1	-	1
52 ex. 525	Other	-	-	3	-	8	3	1	-	-
53	General merchandise group stores	3	3	2	4	9	1	3	5	2
531	Department stores <sup>4</sup>	2	2	1	3	3	1	2	3	1
533	Variety stores	1	1	1	1	2	-	1	1	1
539	Miscellaneous general merchandise stores	-	-	-	-	4	-	-	1	-
54	Food stores <sup>5</sup>	5	2	13	9	18	10	8	9	6
541	Grocery stores	3	1	2	1	7	5	5	3	3
55 ex. 554	Automotive dealers	1	-	12	-	15	9	5	-	1
554	Gasoline service stations	3	2	3	-	17	4	6	2	3
56	Apparel and accessory stores	7	5	27	41	51	3	17	29	16
561	Men's and boys' clothing and furnishings stores	2	1	8	6	9	1	3	4	3
562, 3, 8	Women's clothing and specialty stores and furriers	-	-	-	-	-	-	-	-	-
562	Women's ready-to-wear stores	3	1	11	17	19	-	7	16	4
565	Family clothing stores	3	1	8	14	15	-	7	14	4
566	Shoe stores	-	1	1	4	3	-	1	-	1
564, 9	Other apparel and accessory stores	2	2	5	12	12	2	5	7	6
57	Furniture, home furnishings, and equipment stores	3	3	30	5	40	7	5	7	7
5712	Furniture stores	1	-	8	-	9	3	-	1	3
5713, 4, 9	Home furnishings stores	-	-	10	1	17	2	1	-	2
572, 3	Household appliance, radio, television, and music stores	2	3	12	4	14	2	4	6	2
58	Eating and drinking places	6	4	33	9	50	12	17	12	8
5812	Eating places	6	4	26	9	40	9	16	11	6
5813	Drinking places (alcoholic beverages)	-	-	7	-	10	3	1	1	2
591	Drug and proprietary stores	1	1	4	-	3	3	1	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	14	6	61	16	101	16	22	22	11
592	Liquor stores	1	-	2	-	4	3	1	2	1
594	Miscellaneous shopping goods stores	10	6	36	13	48	11	11	17	6
5992	Florists	1	-	4	1	3	-	4	1	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 27	No. 29	No. 32	No. 33	No. 37	No. 38	No. 41	No. 43	No. 44
	Retail stores: <sup>1, 2</sup>									
	Number	102	82	116	39	44	82	28	103	107
	Sales (\$1,000)	120 878	93 301	152 685	43 345	34 621	45 029	21 928	103 085	139 635
	Payroll entire year (\$1,000)	17 952	12 318	19 856	4 721	3 845	6 737	2 886	15 830	17 249
	Paid employees for week including March 12	2 358	1 573	2 893	706	474	942	411	2 311	2 164
54, 58, 591	Convenience goods stores:									
	Number	23	20	27	14	16	12	12	22	26
	Sales (\$1,000)	17 728	25 578	11 971	14 863	9 073	11 879	10 517	5 497	23 303
53, 58, 57; 594	Shopping goods stores (GAF): <sup>3</sup>									
	Number	73	54	79	17	7	46	10	74	74
	Sales (\$1,000)	102 183	64 950	139 412	23 846	12 583	32 007	10 148	95 944	112 912
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number	6	8	10	8	21	4	6	7	7
	Sales (\$1,000)	967	2 773	1 302	4 636	12 965	1 143	1 263	1 644	3 420
	Number of Establishments									
	Retail stores <sup>1, 2</sup>	102	82	118	39	44	62	28	103	107
52	Building materials, hardware, garden supply, and mobile home dealers	-	1	-	1	5	-	-	-	-
525	Hardware stores	-	-	-	-	1	-	-	-	-
52 ex. 525	Other	-	1	-	1	4	-	-	-	-
53	General merchandise group stores	4	3	4	3	1	4	1	4	4
531	Department stores <sup>4</sup>	3	2	3	2	1	2	1	3	3
533	Variety stores	1	-	-	1	-	1	-	-	1
539	Miscellaneous general merchandise stores	-	1	1	-	-	1	-	-	-
54	Food stores <sup>5</sup>	8	7	8	4	5	3	4	6	11
541	Grocery stores	3	3	-	2	2	2	3	-	3
55 ex. 554	Automotive dealers	-	1	-	2	8	1	-	2	-
554	Gasoline service stations	-	2	-	3	2	-	2	-	-
56	Apparel and accessory stores	43	25	50	4	2	29	5	39	40
561	Men's and boys' clothing and furnishings stores	9	3	9	-	-	9	-	8	8
562, 3, 8	Women's clothing and specialty stores and furriers	18	9	20	2	-	9	2	15	17
562	Women's ready-to-wear stores	15	7	17	2	-	6	2	12	15
565	Family clothing stores	1	2	4	-	1	1	-	2	3
566	Shoe stores	13	10	15	2	1	8	1	13	10
564, 9	Other apparel and accessory stores	2	1	2	-	-	2	2	1	2
57	Furniture, home furnishings, and equipment stores	7	11	7	5	4	4	1	10	9
5712	Furniture stores	-	1	1	1	1	-	-	-	2
5713, 4, 9	Home furnishings stores	2	3	2	2	2	1	-	2	1
572, 3	Household appliance, radio, television, and music stores	5	7	4	2	1	3	1	8	6
58	Eating and drinking places	12	9	17	9	10	8	7	15	13
5812	Eating places	11	8	17	7	6	8	7	15	13
5813	Drinking places (alcoholic beverages)	1	1	-	2	4	-	-	-	-
591	Drug and proprietary stores	3	4	2	1	1	1	1	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	25	19	28	7	6	12	7	26	28
592	Liquor stores	-	1	-	1	-	1	2	1	1
594	Miscellaneous shopping goods stores	19	15	18	5	-	9	3	21	21
5992	Florists	-	-	1	-	1	-	1	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Francisco CBD</b>					
	Retail stores <sup>2</sup> -----	1 928	830 781	158 393	36 824	18 153
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	3 168	480	117	47
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	29	218 573	48 171	10 407	4 864
531	Department stores <sup>3</sup> -----	4	196 200	42 554	9 586	4 376
533	Variety stores -----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	18	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	125	28 758	2 449	587	341
541	Grocery stores -----	80	19 276	1 394	349	204
55 ex. 554	Automotive dealers -----	15	49 102	5 478	1 275	297
554	Gasoline service stations -----	18	9 914	707	171	96
56	Apparel and accessory stores -----	279	139 448	23 828	5 955	2 478
561	Men's and boys' clothing and furnishings stores -----	70	52 027	8 911	2 267	770
562, 3, 8	Women's clothing and specialty stores and furriers -----	97	48 988	9 033	2 223	1 102
562	Women's ready-to-wear stores -----	73	42 332	8 087	1 915	1 017
565	Family clothing stores -----	23	9 815	1 052	249	109
566	Shoe stores -----	48	19 809	3 428	840	327
564, 9	Other apparel and accessory stores -----	41	8 811	1 404	376	170
57	Furniture, home furnishings, and equipment stores -----	93	58 478	10 378	2 380	940
5712	Furniture stores -----	34	13 764	3 794	894	253
5713, 4, 9	Home furnishings stores -----	29	24 884	4 320	940	469
572, 3	Household appliance, radio, television, and music stores -----	30	17 830	2 262	546	218
58	Eating and drinking places -----	726	147 215	42 011	10 068	6 420
5812	Eating places -----	587	133 132	38 480	9 189	5 872
5813	Drinking places (alcoholic beverages) -----	139	14 083	3 531	879	548
591	Drug and proprietary stores -----	44	23 004	3 253	793	337
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	591	155 103	21 640	5 071	2 333
592	Liquor stores -----	36	12 232	720	159	73
594	Miscellaneous shopping goods stores -----	305	92 402	12 911	3 045	1 430
5992	Florists -----	30	4 012	817	196	128

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oakland CBD</b>					
	Retail stores <sup>2</sup> -----	415	184 548	33 888	8 033	3 803
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	48 592	14 443	3 281	1 451
531	Department stores <sup>3</sup> -----	3	46 932	14 164	3 175	1 395
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	46	13 105	1 817	383	209
541	Grocery stores-----	25	6 872	659	154	119
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	8	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	57	22 408	3 994	1 041	535
561	Men's and boys' clothing and furnishings stores -----	12	7 926	1 368	413	149
562, 3, 8	Women's clothing and specialty stores and fumers -----	19	10 231	1 919	448	293
562	Women's ready-to-wear stores -----	16	9 961	1 882	438	283
565	Family clothing stores -----	5	856	143	33	17
566	Shoe stores -----	13	2 955	493	125	59
564, 9	Other apparel and accessory stores -----	8	440	71	22	17
57	Furniture, home furnishings, and equipment stores-----	27	12 584	1 937	482	178
5712	Furniture stores -----	12	6 753	1 138	287	93
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	13	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	147	19 274	4 981	1 284	744
5812	Eating places -----	124	17 387	4 487	1 156	680
5813	Drinking places (alcoholic beverages) -----	23	1 887	494	128	64
591	Drug and proprietary stores -----	9	3 167	537	119	58
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	103	24 835	3 960	934	455
592	Liquor stores -----	13	5 336	374	71	51
594	Miscellaneous shopping goods stores -----	41	14 487	2 563	617	263
5992	Florists -----	10	641	107	29	28

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Berkeley CBD</b>					
	Retail stores <sup>2</sup> -----	189	84 431	14 186	3 757	1 678
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	3 004	694	171	68
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	9 808	2 015	618	333
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	15	(D)	(D)	(D)	(D)
541	Grocery stores -----	7	3 214	464	99	41
55 ex. 554	Automotive dealers -----	11	27 683	3 518	858	189
554	Gasoline service stations -----	9	4 284	394	105	57
56	Apparel and accessory stores -----	22	5 481	1 005	242	127
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	1 922	380	81	48
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	1 510	357	82	30
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	7 373	1 281	362	135
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	13	4 973	772	205	84
58	Eating and drinking places -----	38	7 738	2 106	578	399
5812	Eating places -----	35	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	59	11 094	1 896	516	237
592	Liquor stores -----	—	—	—	—	—
594	Miscellaneous shopping goods stores -----	38	9 367	1 641	457	195
5992	Florists -----	5	595	102	23	19

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hayward CBD</b>					
	<b>Retail stores<sup>2</sup></b>	145	74 508	10 326	2 478	1 185
52	Building materials, hardware, garden supply, and mobile home dealers	2	(D)	(D)	(D)	(D)
525	Hardware stores	—	—	—	—	—
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	9	(D)	(D)	(D)	(D)
541	Grocery stores	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	12	31 411	3 878	887	271
554	Gasoline service stations	9	2 906	218	57	35
56	Apparel and accessory stores	10	2 300	323	85	68
561	Men's and boys' clothing and furnishings stores	3	922	106	22	21
562, 3, 8	Women's clothing and specialty stores and furriers	4	920	151	46	35
562	Women's ready-to-wear stores	3	(D)	(D)	(D)	(D)
565	Family clothing stores	—	—	—	—	—
566	Shoe stores	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	13	3 736	475	93	45
5712	Furniture stores	6	2 078	334	64	24
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	(D)	(D)	(D)	(D)
58	Eating and drinking places	38	5 543	1 430	349	253
5812	Eating places	29	4 764	1 256	302	228
5813	Drinking places (alcoholic beverages)	9	779	174	47	25
591	Drug and proprietary stores	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	46	(D)	(D)	(D)	(D)
592	Liquor stores	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	24	(D)	(D)	(D)	(D)
5992	Florists	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Alameda CBD</b>					
	<b>Retail stores<sup>2</sup></b>	114	25 985	3 568	893	521
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	4	574	127	31	16
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	—	—	—	—	—
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	11	5 925	763	187	65
541	Grocery stores	6	4 837	604	153	45
55 ex. 554	<b>Automotive dealers</b>	3	220	30	7	3
554	<b>Gasoline service stations</b>	8	1 584	143	45	25
56	<b>Apparel and accessory stores</b>	12	597	89	25	16
561	Men's and boys' clothing and furnishings stores	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	4	281	32	9	8
562	Women's ready-to-wear stores	3	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	1	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	12	3 125	406	88	40
5712	Furniture stores	6	1 731	208	44	18
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	4	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	31	(D)	(D)	(D)	(D)
5812	Eating places	24	2 189	481	126	127
5813	Drinking places (alcoholic beverages)	7	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	29	5 464	755	193	122
592	Liquor stores	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	16	(D)	(D)	(D)	(D)
5992	Florists	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Leandro CBD</b>					
	<b>Retail stores<sup>2</sup></b> -----	107	58 995	7 913	1 928	784
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----					
53	<b>General merchandise group stores</b> -----	1	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b> -----	8	13 960	1 460	334	129
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b> -----	13	22 880	2 780	678	165
554	<b>Gasoline service stations</b> -----	8	1 369	149	38	21
56	<b>Apparel and accessory stores</b> -----	8	2 533	419	101	57
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	3	779	150	33	18
562	Women's ready-to-wear stores -----	3	779	150	33	18
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -----	11	1 578	219	56	30
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	6	761	103	25	12
58	<b>Eating and drinking places</b> -----	23	4 397	1 176	310	188
5812	Eating places -----	14	3 390	942	253	157
5813	Drinking places (alcoholic beverages) -----	9	1 007	234	57	31
591	<b>Drug and proprietary stores</b> -----	5	7 638	833	208	76
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	30	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fremont CBD</b>					
	Retail atores <sup>2</sup> -----	122	120 958	16 038	3 739	2 228
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	45 770	6 097	1 357	808
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food atores <sup>4</sup> -----	17	26 491	3 030	679	269
541	Grocery stores -----	9	25 216	2 852	641	254
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	6	4 168	228	53	39
56	Apparel and accessory stores -----	23	8 049	1 210	296	202
561	Men's and boys' clothing and furnishings stores -----	5	1 604	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	9	2 797	418	105	71
562	Women's ready-to-wear stores -----	9	2 797	418	105	71
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	1 617	259	73	46
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	14	8 132	699	166	67
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	3 945	386	101	43
58	Eating and drinking places -----	21	(D)	(D)	(D)	(D)
5812	Eating places -----	18	6 221	1 642	400	399
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail atores <sup>5</sup> -----	31	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	7 980	1 197	277	202
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

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SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Concord CBD</b>					
	Retail stores <sup>2</sup> -----	148	74 722	10 161	2 384	1 208
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 582	153	38	18
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	20 407	2 214	500	183
541	Grocery stores -----	3	19 427	2 005	448	142
55 ex. 554	Automotive dealers -----	19	18 629	2 656	822	204
554	Gasoline service stations -----	9	2 798	259	85	47
56	Apparel and accessory stores -----	13	3 172	522	111	63
561	Men's and boys' clothing and furnishings stores -----	4	1 182	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	413	45	12	9
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	21	11 207	1 332	293	110
5712	Furniture stores -----	3	1 711	280	70	19
5713, 4, 9	Home furnishings stores -----	6	2 019	303	63	22
572, 3	Household appliance, radio, television, and music stores -----	12	7 477	749	160	69
58	Eating and drinking places -----	33	(D)	(D)	(D)	(D)
5812	Eating places -----	24	5 852	1 464	367	339
5813	Drinking places (alcoholic beverages) -----	9	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	35	8 673	1 019	262	162
592	Liquor stores -----	3	1 327	88	23	19
594	Miscellaneous shopping goods stores -----	15	(D)	(D)	(D)	(D)
5992	Florists -----	3	452	121	28	27

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Redwood City CBD</b>					
	Retail stores <sup>2</sup> -----	249	165 349	21 539	5 247	2 277
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	—	—	—	—	—
52 ex. 525	Other -----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	875	81	24	9
54	Food stores <sup>4</sup> -----	21	26 726	2 732	697	258
541	Grocery stores-----	12	25 079	2 504	642	224
55 ex. 554	Automotive dealers -----	27	67 221	9 402	2 232	542
554	Gasoline service stations-----	26	10 048	635	150	105
56	Apparel and accessory stores-----	15	4 789	675	151	116
561	Men's and boys' clothing and furnishings stores -----	3	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furniers -----	6	2 014	295	64	53
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	22	5 272	586	165	81
5712	Furniture stores -----	7	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	13	4 328	451	118	57
58	Eating and drinking places-----	64	12 097	3 323	819	581
5812	Eating places -----	53	10 771	2 950	724	527
5813	Drinking places (alcoholic beverages) -----	11	1 326	373	95	54
591	Drug and proprietary stores -----	6	13 341	1 357	344	155
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	59	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	2 616	53	14	16
594	Miscellaneous shopping goods stores -----	22	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see Introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Mateo CBD</b>					
	Retail stores <sup>2</sup> -----	203	49 491	8 864	1 988	1 238
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	5 313	1 388	292	220
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	13	4 984	888	155	61
541	Grocery stores-----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	5	1 174	190	40	13
554	Gasoline service stations -----	4	858	89	22	14
56	Apparel and accessory stores -----	23	7 049	1 088	254	162
561	Men's and boys' clothing and furnishings stores -----	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	3 100	550	129	76
562	Women's ready-to-wear stores -----	10	3 100	550	129	76
565	Family clothing stores -----	5	2 561	326	78	56
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	3 681	543	137	73
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	10	1 278	227	56	29
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	46	8 179	2 012	504	410
5812	Eating places -----	38	7 376	1 820	463	388
5813	Drinking places (alcoholic beverages) -----	8	803	192	41	22
591	Drug and proprietary stores -----	6	2 687	389	103	39
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	75	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	1 321	80	20	10
594	Miscellaneous shopping goods stores -----	33	8 139	1 163	264	149
5992	Florists -----	4	349	70	18	10

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	Retail stores <sup>2</sup> -----	107	139 858	15 117	3 127	1 731
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	8 369	894	131	47
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	38 180	3 600	770	561
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	10	17 168	1 857	370	169
541	Grocery stores -----	8	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	45 147	4 183	888	221
554	Gasoline service stations-----	8	2 478	267	61	47
56	Apparel and accessory stores-----	10	1 777	203	25	20
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	253	48	11	8
562	Woman's ready-to-wear stores -----	5	253	48	11	8
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	9	7 059	857	179	74
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	20	(D)	(D)	(D)	(D)
5812	Eating places -----	18	8 026	2 046	351	366
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	31	9 839	1 204	264	172
592	Liquor stores -----	3	1 047	105	19	7
594	Miscellaneous shopping goods stores -----	20	8 525	1 082	242	163
5992	Florists -----	-	-	-	-	-

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 7</b>					
	Retail stores <sup>2</sup> -----	190	59 744	9 110	2 102	1 120
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	551	51	11	10
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	2	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	13	2 914	611	150	98
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	12	9 396	1 082	285	86
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	27	5 333	755	182	110
561	Men's and boys' clothing and furnishings stores -----	8	1 789	229	53	27
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	1 440	206	54	39
562	Women's ready-to-wear stores -----	8	1 264	202	53	38
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	972	133	31	15
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	30	7 507	1 010	200	99
5712	Furniture stores -----	8	3 719	407	78	27
5713, 4, 9	Home furnishings stores -----	10	1 521	322	70	36
572, 3	Household appliance, radio, television, and music stores -----	12	2 267	281	52	36
58	Eating and drinking places-----	33	6 497	1 923	448	280
5812	Eating places -----	26	5 120	1 586	375	240
5813	Drinking places (alcoholic beverages) -----	7	1 377	337	73	40
591	Drug and proprietary stores -----	4	2 326	484	118	57
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	61	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	36	(D)	(D)	(D)	(D)
5992	Florists -----	4	313	47	13	7

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 10</b>					
	<b>Retail stores<sup>2</sup></b>	313	229 927	29 818	6 946	3 667
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	9	1 818	281	65	25
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	8	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	9	67 637	8 547	1 961	1 165
531	Department stores <sup>3</sup>	3	63 296	8 035	1 867	1 094
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	18	23 799	2 558	582	244
541	Grocery stores	7	21 848	2 365	536	196
55 ex. 554	<b>Automotive dealers</b>	15	53 045	5 690	1 297	313
554	<b>Gasoline service stations</b>	17	8 765	756	188	123
56	<b>Apparel and accessory stores</b>	51	20 496	3 131	762	461
561	Men's and boys' clothing and furnishings stores	9	4 540	748	191	79
562, 3, 8	Women's clothing and specialty stores and furriers	19	8 745	1 377	314	200
562	Women's ready-to-wear stores	15	8 238	1 258	284	185
565	Family clothing stores	3	(D)	(D)	(D)	(D)
566	Shoe stores	12	2 893	382	90	57
564, 9	Other apparel and accessory stores	8	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	40	11 515	1 553	401	197
5712	Furniture stores	9	3 670	404	97	45
5713, 4, 9	Home furnishings stores	17	3 223	493	127	71
572, 3	Household appliance, radio, television, and music stores	14	4 622	656	177	81
58	<b>Eating and drinking places</b>	50	(D)	(D)	(D)	(D)
5812	Eating places	40	11 738	3 369	668	617
5813	Drinking places (alcoholic beverages)	10	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	101	21 469	2 887	754	407
592	Liquor stores	4	2 287	234	54	25
594	Miscellaneous shopping goods stores	48	9 702	1 275	302	229
5992	Florists	3	594	90	21	12

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 27</b>					
	<b>Retail stores<sup>2</sup></b>	102	120 878	17 952	2 888	2 358
52	Building materials, hardware, garden supply, and mobile home dealers	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	General merchandise group stores	4	88 633	10 988	1 204	1 339
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores <sup>4</sup>	8	10 416	1 109	245	118
541	Grocery stores	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	-	-	-	-	-
554	Gasoline service stations	-	(D)	(D)	(D)	(D)
56	Apparel and accessory stores	43	20 867	2 749	651	418
561	Men's and boys' clothing and furnishings stores	9	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	18	9 535	1 201	285	216
562	Women's ready-to-wear stores	15	9 157	1 145	272	206
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	13	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	7	4 532	598	157	70
5712	Furniture stores	-	-	-	-	-
5713, 4, 9	Home furnishings stores	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	(D)	(D)	(D)	(D)
58	Eating and drinking places	12	(D)	(D)	(D)	(D)
5812	Eating places	11	4 012	691	168	160
5813	Drinking places (alcoholic beverages)	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	25	(D)	(D)	(D)	(D)
592	Liquor stores	-	-	-	-	-
594	Miscellaneous shopping goods stores	19	8 151	1 151	246	147
5992	Florists	-	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 32</b>					
	Retail stores <sup>2</sup> -----	118	152 885	19 856	4 642	2 893
52	Building materials, hardware, garden supply, and mobile homes dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	99 246	12 654	2 893	1 684
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	-	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	50	26 154	3 259	787	488
561	Men's and boys' clothing and furnishings stores -----	9	5 742	735	197	87
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	10 691	1 276	312	222
562	Women's ready-to-wear stores -----	17	8 716	1 115	273	196
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	6 029	820	194	127
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	7	3 776	411	99	55
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	4	3 177	335	81	41
58	Eating and drinking places-----	17	8 877	1 677	425	397
5812	Eating places -----	17	8 877	1 677	425	397
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	28	11 538	1 482	346	206
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	18	10 236	1 324	309	180
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 43</b>					
	Retail stores <sup>2</sup> -----	103	103 085	15 830	3 758	2 311
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	72 313	11 009	2 832	1 551
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	6	(D)	(D)	(D)	(D)
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	39	13 358	1 750	409	289
561	Men's and boys' clothing and furnishings stores -----	8	3 513	474	107	60
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 936	574	144	125
562	Women's ready-to-wear stores -----	12	3 365	449	118	108
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	3 955	589	135	82
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10	3 218	442	126	55
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	8	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	15	2 221	638	150	142
5812	Eating places -----	15	2 221	638	150	142
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	7 055	1 062	259	153
5992	Florists -----	-	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 44</b>					
	Retail stores <sup>2</sup> -----	107	139 635	17 249	3 984	2 164
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	77 211	8 804	1 967	1 013
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores <sup>4</sup> -----	11	11 310	1 485	379	175
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	-	-	-	-	-
56	Apparel and accessory stores -----	40	21 085	2 904	686	395
561	Men's and boys' clothing and furnishings stores -----	8	4 983	681	167	80
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	7 718	1 053	244	148
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	4 477	535	138	63
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	13	(D)	(D)	(D)	(D)
5812	Eating places -----	13	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	28	13 559	1 741	377	219
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	21	10 139	1 493	317	183
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Francisco</b>					
	<b>Retail stores<sup>2</sup></b>	8 085	2 805 859	439 828	104 289	53 050
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	160	57 856	7 275	1 708	558
525	Hardware stores	67	15 291	2 058	484	213
52 ex. 525	Other	93	42 565	5 217	1 222	345
53	<b>General merchandise group stores</b>	126	339 526	83 981	14 511	6 818
531	Department stores <sup>3</sup>	11	269 216	53 459	12 112	5 457
533	Variety stores	49	26 564	4 584	1 039	688
539	Miscellaneous general merchandise stores	66	43 746	5 918	1 360	871
54	<b>Food stores<sup>4</sup></b>	1 250	573 947	58 140	13 843	5 759
541	Grocery stores	799	462 433	42 066	10 039	3 820
55 ex. 554	<b>Automotive dealers</b>	175	332 027	41 889	9 952	2 334
554	<b>Gasoline service stations</b>	320	139 777	10 803	2 602	1 756
56	<b>Apparel and accessory stores</b>	715	240 217	38 394	9 446	4 400
561	Men's and boys' clothing and furnishings stores	143	78 086	12 667	3 214	1 181
562, 3, 8	Women's clothing and specialty stores and furriers	284	97 509	16 556	3 964	2 134
562	Women's ready-to-wear stores	220	86 862	14 931	3 521	1 964
565	Family clothing stores	86	19 788	2 157	495	281
566	Shoe stores	103	31 313	5 157	1 287	558
564, 9	Other apparel and accessory stores	99	13 521	1 857	486	246
57	<b>Furniture, home furnishings, and equipment stores</b>	538	171 214	24 563	5 709	2 332
5712	Furniture stores	179	53 849	9 354	2 163	739
5713, 4, 9	Home furnishings stores	171	46 020	7 551	1 659	791
572, 3	Household appliance, radio, television, and music stores	188	71 345	7 658	1 887	802
58	<b>Eating and drinking places</b>	2 431	489 723	134 539	31 976	21 695
5812	Eating places	1 856	422 267	118 072	27 957	18 742
5813	Drinking places (alcoholic beverages)	575	67 456	16 467	4 019	2 953
591	<b>Drug and proprietary stores</b>	186	88 668	13 386	3 517	1 587
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	2 184	372 904	46 878	11 027	5 813
592	Liquor stores	203	63 918	4 254	1 036	558
594	Miscellaneous shopping goods stores	1 012	183 547	24 654	5 683	3 190
5992	Florists	123	11 065	2 042	501	316

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oakland</b>					
	<b>Retail stores<sup>2</sup></b>	2 629	1 092 370	154 631	37 359	18 675
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	70	(D)	(D)	(D)	(D)
525	Hardware stores	21	7 294	1 113	284	144
52 ex. 525	Other	49	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	40	124 479	(D)	(D)	(D)
531	Department stores <sup>3</sup>	7	109 138	24 299	5 511	2 664
533	Variety stores	14	7 061	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	19	8 280	1 133	297	134
54	<b>Food stores<sup>4</sup></b>	374	238 828	24 797	5 952	2 394
541	Grocery stores	257	217 039	21 132	5 027	1 913
55 ex. 554	<b>Automotive dealers</b>	145	225 608	23 919	5 940	1 568
554	<b>Gasoline service stations</b>	198	75 787	5 693	1 446	956
56	<b>Apparel and accessory stores</b>	196	52 891	8 488	2 094	1 169
561	Men's and boys' clothing and furnishings stores	38	13 270	2 104	621	256
562, 3, 8	Women's clothing and specialty stores and furriers	71	22 669	3 736	893	604
562	Women's ready-to-wear stores	60	20 752	3 551	845	561
565	Family clothing stores	18	4 559	676	142	80
566	Shoe stores	38	10 374	1 655	352	166
564, 9	Other apparel and accessory stores	31	2 019	317	86	63
57	<b>Furniture, home furnishings, and equipment stores</b>	208	58 150	8 626	1 975	788
5712	Furniture stores	68	24 737	3 823	899	334
5713, 4, 9	Home furnishings stores	66	14 643	2 533	559	192
572, 3	Household appliance, radio, television, and music stores	74	18 770	2 270	517	262
58	<b>Eating and drinking places</b>	676	122 655	32 052	7 855	5 575
5812	Eating places	507	108 752	29 019	7 103	5 065
5813	Drinking places (alcoholic beverages)	169	13 903	3 033	752	510
591	<b>Drug and proprietary stores</b>	65	(D)	6 511	1 602	710
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	657	108 928	13 973	3 427	2 070
592	Liquor stores	134	40 004	3 343	794	587
594	Miscellaneous shopping goods stores	201	41 536	6 533	1 629	836
5992	Florists	41	3 675	766	184	145

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Berkeley</b>					
	Retail stores <sup>2</sup> -----	1 058	377 284	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	35	18 103	2 923	623	265
525	Hardware stores -----	10	2 881	573	138	69
52 ex. 525	Other -----	25	13 222	2 350	485	196
53	General merchandise group stores -----	15	(D)	2 111	642	352
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	10	854	81	21	18
54	Food stores <sup>4</sup> -----	131	82 787	9 220	2 153	987
541	Grocery stores-----	72	67 274	7 018	1 658	647
55 ex. 554	Automotive dealers -----	45	75 844	9 114	2 165	526
554	Gasoline service stations -----	48	19 457	1 496	386	243
56	Apparel and accessory stores-----	93	18 213	2 901	759	457
561	Men's and boys' clothing and furnishings stores -----	14	(D)	679	217	96
562, 3, 8	Women's clothing and specialty stores and furriers -----	34	6 716	1 155	270	186
562	Women's ready-to-wear stores -----	26	(D)	1 022	238	160
565	Family clothing stores -----	12	2 686	352	96	88
566	Shoe stores -----	19	3 455	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	14	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	87	28 447	4 380	1 057	429
5712	Furniture stores -----	18	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	27	5 016	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	42	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	226	45 919	12 890	3 251	2 309
5812	Eating places -----	209	43 957	12 439	3 130	2 200
5813	Drinking places (alcoholic beverages)-----	17	1 962	451	121	109
591	Drug and proprietary stores -----	24	(D)	1 919	478	241
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	354	68 348	(D)	(D)	(D)
592	Liquor stores -----	31	13 832	1 083	246	158
594	Miscellaneous shopping goods stores -----	180	38 924	5 694	1 462	888
5992	Florists -----	14	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

(For meaning of abbreviations and symbols, see introductory text)

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hayward</b>					
	Retail stores <sup>2</sup> -----	847	550 038	69 116	14 923	7 735
52	Building materials, hardware, garden supply, and mobile home dealers -----	34	(D)	(D)	(D)	(D)
525	Hardware stores -----	5	(D)	26	6	7
52 ex. 525	Other -----	29	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	14	(D)	15 176	2 159	1 902
531	Department stores <sup>3</sup> -----	5	93 005	14 059	1 920	1 724
533	Variety stores-----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	104	67 057	9 001	2 196	906
541	Grocery stores-----	54	60 406	6 154	1 991	751
55 ex. 554	Automotive dealers -----	64	163 972	17 295	4 155	987
554	Gasoline service stations-----	69	26 561	(D)	(D)	(D)
56	Apparel and accessory stores-----	70	26 509	3 594	846	553
561	Men's and boys' clothing and furnishings stores -----	12	(D)	970	248	131
562, 3, 6	Women's clothing and specialty stores and furriers -----	26	11 294	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	21	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	3 079	414	67	45
566	Shoe stores -----	19	(D)	639	125	73
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	74	26 302	3 533	797	310
5712	Furniture stores -----	21	9 106	1 317	266	100
5713, 4, 9	Home furnishings stores -----	19	5 222	944	216	85
572, 3	Household appliance, radio, television, and music stores-----	34	11 972	1 272	313	125
58	Eating and drinking places-----	173	35 240	6 617	1 943	1 519
5812	Eating places -----	129	30 750	7 522	1 705	1 367
5613	Drinking places (alcoholic beverages) -----	44	4 490	1 095	238	152
591	Drug and proprietary stores -----	21	26 039	3 167	802	341
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	204	41 013	4 845	1 062	669
592	Liquor stores -----	26	6 145	527	127	95
594	Miscellaneous shopping goods stores-----	90	24 162	2 674	610	372
5992	Florists -----	15	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see Introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Alameda</b>					
	<b>Retail stores<sup>2</sup></b>	440	188 120	(D)	(D)	(D)
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	13	2 351	(D)	(D)	(D)
525	Hardware stores	6	(D)	(D)	(D)	(D)
52 ex. 525	Other	7	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	8	15 258	(D)	(D)	(D)
531	Department stores <sup>3</sup>	2	(D)	(D)	(D)	(D)
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	-	-	-
54	<b>Food stores<sup>4</sup></b>	48	48 082	4 818	1 134	383
541	Grocery stores	27	45 729	4 458	1 058	332
55 ex. 554	<b>Automotive dealers</b>	48	51 170	5 176	1 269	369
554	<b>Gasoline service stations</b>	28	10 880	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	30	5 065	933	235	112
561	Men's and boys' clothing and furnishings stores	7	1 938	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	9	2 141	(D)	(D)	(D)
562	Women's ready-to-wear stores	8	2 110	(D)	(D)	(D)
565	Family clothing stores	4	(D)	(D)	(D)	(D)
566	Shoe stores	4	767	91	23	13
564, 9	Other apparel and accessory stores	6	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	31	5 259	594	132	65
5712	Furniture stores	12	2 735	276	59	26
5713, 4, 9	Home furnishings stores	8	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	11	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	105	19 377	4 975	1 224	958
5812	Eating places	72	16 408	4 214	1 026	856
5813	Drinking places (alcoholic beverages)	33	2 969	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	11	13 128	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	124	15 754	(D)	(D)	(D)
592	Liquor stores	19	5 308	219	55	45
594	Miscellaneous shopping goods stores	53	8 048	1 202	294	181
5992	Florists	5	642	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Leandro</b>					
	Retail stores <sup>2</sup> -----	811	338 856	41 220	9 468	4 581
52	Building materials, hardware, garden supply, and mobile home dealers -----	33	12 791	1 660	337	148
525	Hardware stores -----	8	(D)	377	76	46
52 ex. 525	Other -----	27	(D)	1 283	261	102
53	General merchandise group stores-----	13	(D)	7 936	1 764	885
531	Department stores <sup>3</sup> -----	5	70 329	7 461	1 651	793
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	87	71 107	7 326	1 728	681
541	Grocery stores-----	38	64 600	6 523	1 542	558
55 ex. 554	Automotive dealers -----	50	72 028	7 403	1 664	468
554	Gasoline service stations-----	53	(D)	1 181	276	225
56	Apparel and accessory stores-----	32	9 390	1 378	348	201
561	Men's and boys' clothing and furnishings stores -----	9	(D)	438	124	45
562, 3, 8	Women's clothing and specialty stores and fitters -----	11	(D)	484	112	83
562	Women's ready-to-wear stores -----	11	(D)	484	112	83
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	48	23 372	3 015	660	271
5712	Furniture stores -----	12	(D)	1 651	365	130
5713, 4, 9	Home furnishings stores -----	20	(D)	684	143	58
572, 3	Household appliance, radio, television, and music stores -----	16	4 426	680	152	83
58	Eating and drinking places-----	145	27 529	7 433	1 733	1 206
5812	Eating places -----	106	(D)	6 408	1 503	1 091
5813	Drinking places (alcoholic beverages) -----	39	(D)	1 025	230	115
591	Drug and proprietary stores-----	19	(D)	1 502	393	168
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	151	18 869	2 386	565	328
592	Liquor stores -----	25	6 931	452	86	75
594	Miscellaneous shopping goods stores-----	58	6 869	926	230	129
5992	Florists -----	12	1 282	253	63	33

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fremont</b>					
52	Retail stores <sup>2</sup> -----	724	429 121	51 828	12 296	6 206
	Building materials, hardware, garden supply, and mobile home dealers -----	36	20 899	2 249	808	228
525	Hardware stores -----	10	3 263	(D)	(D)	(D)
52 ex. 525	Other -----	28	17 438	(D)	(D)	(D)
53	General merchandise group stores -----	15	69 155	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	4	64 293	8 166	1 633	991
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	295	71	44
54	Food stores <sup>4</sup> -----	79	84 291	8 617	1 988	818
541	Grocery stores -----	43	(D)	6 041	1 834	702
55 ex. 554	Automotive dealers -----	61	116 778	12 561	2 948	754
554	Gasoline service stations -----	80	29 148	1 932	486	377
56	Apparel and accessory stores -----	40	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	7	(D)	396	100	61
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	4 082	523	130	99
562	Women's ready-to-wear stores -----	15	(D)	523	130	99
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	(D)	380	97	61
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	75	18 938	2 390	623	255
5712	Furniture stores -----	13	9 164	1 334	362	130
5713, 4, 9	Home furnishings stores -----	32	2 597	292	71	28
572, 3	Household appliance, radio, television, and music stores -----	30	7 177	764	190	97
58	Eating and drinking places -----	122	30 294	8 089	1 978	1 623
5812	Eating places -----	96	(D)	7 436	1 817	1 531
5813	Drinking places (alcoholic beverages) -----	24	(D)	653	161	92
591	Drug and proprietary stores -----	14	(D)	2 164	555	226
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	222	28 973	3 335	806	572
592	Liquor stores -----	27	9 548	632	174	130
594	Miscellaneous shopping goods stores -----	85	13 763	1 874	442	305
5992	Florists -----	11	(D)	143	45	26

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Concord</b>					
	<b>Retail stores<sup>2</sup></b>	741	492 152	58 601	13 578	7 160
52	Building materials, hardware, garden supply, and mobile home dealers	34	10 977	1 362	313	158
525	Hardware stores	5	(D)	(D)	(D)	(D)
52 ex. 525	Other	29	(D)	(D)	(D)	(D)
53	General merchandise group stores	11	101 071	12 911	2 951	1 736
531	Department stores <sup>3</sup>	3	98 604	12 580	2 859	1 656
533	Variety stores	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	75	86 270	8 622	2 015	878
541	Grocery stores	40	80 199	7 766	1 767	658
55 ex. 554	Automotive dealers	69	125 414	12 983	2 952	820
554	Gasoline service stations	56	(D)	2 030	473	322
56	Apparel and accessory stores	80	32 755	4 336	971	642
561	Men's and boys' clothing and furnishings stores	15	(D)	823	160	93
562, 3, 8	Women's clothing and specialty stores and furriers	27	(D)	1 231	301	204
562	Women's ready-to-wear stores	23	(D)	(D)	(D)	(D)
565	Family clothing stores	10	(D)	1 021	206	167
566	Shoe stores	24	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	78	22 882	2 765	629	262
5712	Furniture stores	12	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	31	(D)	941	208	82
572, 3	Household appliance, radio, television, and music stores	35	(D)	(D)	(D)	(D)
58	Eating and drinking places	122	31 461	6 840	1 614	1 506
5812	Eating places	101	(D)	6 303	1 489	1 402
5813	Drinking places (alcoholic beverages)	21	(D)	537	125	104
591	Drug and proprietary stores	15	(D)	1 964	510	209
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	201	37 686	4 788	1 150	647
592	Liquor stores	16	7 583	636	157	94
594	Miscellaneous shopping goods stores	88	20 204	2 872	700	376
5992	Florists	9	(D)	194	43	36

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities In the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Richmond</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>482</b>	<b>231 255</b>	<b>30 102</b>	<b>7 110</b>	<b>3 808</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>13</b>	<b>13 725</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	11	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>9</b>	<b>57 498</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	4	56 795	8 229	1 892	1 275
533	Variety stores -----	5	703	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>66</b>	<b>33 553</b>	<b>3 177</b>	<b>813</b>	<b>350</b>
541	Grocery stores -----	41	29 086	2 633	678	271
55 ex. 554	<b>Automotive dealers -----</b>	<b>38</b>	<b>51 379</b>	<b>5 784</b>	<b>1 244</b>	<b>368</b>
554	<b>Gasoline service stations -----</b>	<b>38</b>	<b>12 975</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
58	<b>Apparel and accessory stores -----</b>	<b>51</b>	<b>12 875</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	9	2 876	498	129	63
562, 3, 8	Women's clothing and specialty stores and fitters -----	20	4 390	617	146	99
562	Women's ready-to-wear stores -----	15	3 087	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	333	81	54
566	Shoe stores -----	13	2 799	368	67	45
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>43</b>	<b>18 983</b>	<b>2 831</b>	<b>680</b>	<b>285</b>
5712	Furniture stores -----	8	11 596	2 009	489	192
5713, 4, 9	Home furnishings stores -----	12	1 682	190	43	22
572, 3	Household appliance, radio, television, and music stores -----	23	3 705	632	148	71
58	<b>Eating and drinking places -----</b>	<b>90</b>	<b>12 110</b>	<b>3 021</b>	<b>734</b>	<b>611</b>
5812	Eating places -----	68	9 670	2 525	613	513
5813	Drinking places (alcoholic beverages) -----	22	2 440	496	121	98
591	<b>Drug and proprietary stores -----</b>	<b>13</b>	<b>3 923</b>	<b>633</b>	<b>177</b>	<b>79</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>103</b>	<b>18 434</b>	<b>2 254</b>	<b>591</b>	<b>334</b>
592	Liquor stores -----	20	7 056	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	33	5 308	829	229	125
5992	Florists -----	7	597	(D)	(D)	(D)

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Redwood City</b>					
	Retail stores <sup>2</sup> -----	493	292 096	35 364	8 532	4 003
52	Building materials, hardware, garden supply, and mobile home dealers -----	17	10 999	(D)	(D)	(D)
525	Hardware stores -----	5	(D)	204	59	26
52 ex. 525	Other -----	12	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	(D)	4 064	931	518
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	49	59 126	8 000	1 445	527
541	Grocery stores -----	32	56 919	5 706	1 368	468
55 ex. 554	Automotive dealers -----	52	98 852	10 586	2 487	634
554	Gasoline service stations -----	52	19 783	1 461	348	222
56	Apparel and accessory stores -----	24	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	862	139	40	23
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	(D)	505	110	83
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	41	9 787	1 298	334	151
5712	Furniture stores -----	13	3 067	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	10	823	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	18	5 877	(D)	(D)	(D)
58	Eating and drinking places -----	113	21 095	5 702	1 394	1 113
5812	Eating places -----	86	18 554	5 068	1 239	1 021
5813	Drinking places (alcoholic beverages) -----	27	2 541	634	155	92
591	Drug and proprietary stores -----	12	15 786	1 744	467	202
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	123	17 871	1 907	469	286
592	Liquor stores -----	15	(D)	527	119	59
594	Miscellaneous shopping goods stores -----	46	4 945	713	184	126
5992	Florists -----	7	640	(D)	(D)	(D)

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Mateo</b>					
	<b>Retail stores<sup>2</sup></b>	785	425 737	57 281	13 675	7 409
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	28	(D)	(D)	(D)	(D)
525	Hardware stores	7	(D)	287	68	37
52 ex. 525	Other	21	12 975	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	21	90 320	(D)	(D)	(D)
531	Department stores <sup>3</sup>	5	82 876	11 936	2 777	1 508
533	Variety stores	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	10	(D)	476	109	55
54	<b>Food stores<sup>4</sup></b>	83	77 882	8 773	2 153	758
541	Grocery stores	44	72 374	7 795	1 929	813
55 ex. 554	<b>Automotive dealers</b>	36	80 577	8 496	1 810	435
554	<b>Gasoline service stations</b>	53	28 425	1 908	465	340
56	<b>Apparel and accessory stores</b>	75	29 222	4 032	922	578
561	Men's and boys' clothing and furnishings stores	8	(D)	601	143	61
562, 3, 8	Women's clothing and specialty stores and furriers	35	14 347	(D)	(D)	(D)
562	Women's ready-to-wear stores	30	(D)	1 960	464	309
565	Family clothing stores	8	4 032	447	102	66
566	Shoe stores	15	4 142	588	115	75
564, 9	Other apparel and accessory stores	9	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	88	18 304	2 472	561	257
5712	Furniture stores	18	4 803	632	138	65
5713, 4, 9	Home furnishings stores	20	4 194	859	188	76
572, 3	Household appliance, radio, television, and music stores	30	9 307	981	235	116
58	<b>Eating and drinking places</b>	184	41 829	10 898	2 718	2 145
5812	Eating places	142	(D)	10 327	2 564	2 065
5813	Drinking places (alcoholic beverages)	22	(D)	571	154	80
591	<b>Drug and proprietary stores</b>	21	(D)	2 191	555	228
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	236	43 976	5 816	1 342	834
592	Liquor stores	19	7 385	490	116	70
594	Miscellaneous shopping goods stores	110	23 059	3 236	739	499
5992	Florists	10	2 637	840	174	100

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Francisco-Oakland, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	27 359	11 987 561	1 823 655	384 420	200 975
52	Building materials, hardware, garden supply, and mobile home dealers -----	970	446 858	56 643	13 090	5 415
525	Hardware stores -----	271	79 342	12 517	3 168	1 537
52 ex. 525	Other -----	699	367 316	44 126	9 922	3 878
53	General merchandise group stores -----	466	1 630 781	243 454	54 324	30 497
531	Department stores <sup>3</sup> -----	90	1 428 514	216 562	48 101	26 521
533	Variety stores-----	154	66 942	11 036	2 559	2 071
539	Miscellaneous general merchandise stores-----	222	135 305	15 854	3 664	1 905
54	Food stores <sup>4</sup> -----	3 577	2 822 058	272 863	64 762	26 080
541	Grocery stores-----	2 196	2 363 556	234 725	55 672	20 469
55 ex. 554	Automotive dealers -----	1 510	2 228 487	241 870	57 913	15 118
554	Gasoline service stations-----	1 749	743 838	56 001	13 815	9 249
56	Apparel and accessory stores-----	2 193	637 745	95 487	23 301	12 929
561	Men's and boys' clothing and furnishings stores -----	378	163 988	25 305	6 485	2 683
562, 3, 8	Women's clothing and specialty stores and fumers -----	880	249 911	38 129	9 180	5 887
562	Women's ready-to-wear stores -----	733	225 117	34 919	8 381	5 460
565	Family clothing stores -----	254	83 173	10 855	2 558	1 583
566	Shoe stores -----	408	106 798	16 377	3 854	1 989
564, 9	Other apparel and accessory stores -----	273	33 875	4 821	1 224	787
57	Furniture, home furnishings, and equipment stores-----	2 220	669 047	91 823	21 229	8 791
5712	Furniture stores -----	646	255 775	37 338	8 820	3 216
5713, 4, 9	Home furnishings stores -----	752	144 949	23 156	4 937	2 228
572, 3	Household appliance, radio, television, and music stores-----	822	268 323	31 329	7 472	3 347
58	Eating and drinking places-----	8 433	1 355 013	361 178	86 061	65 648
5812	Eating places -----	5 048	1 201 348	324 405	77 067	59 409
5813	Drinking places (alcoholic beverages) -----	1 385	153 665	36 771	8 994	6 239
591	Drug and proprietary stores -----	661	514 055	64 968	16 747	7 430
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	7 580	1 139 901	139 370	33 378	19 818
592	Liquor stores -----	833	279 378	21 316	5 025	3 185
594	Miscellaneous shopping goods stores-----	3 189	537 750	72 490	17 297	10 463
5992	Florists -----	409	36 301	7 043	1 682	1 216

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Francisco</b>					
	<b>Retail stores<sup>2</sup>-----</b>	1 773	549 829	117 420	28 868	16 013
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	11	2 264	532	139	73
525	Hardware stores -----	5	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	6	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	36	148 153	41 021	10 061	5 022
531	Department stores <sup>3</sup> -----	4	131 608	37 624	9 339	4 501
533	Variety stores -----	12	12 492	2 631	606	423
539	Miscellaneous general merchandise stores -----	20	4 053	566	136	96
54	<b>Food stores -----</b>	131	24 172	2 545	842	482
55 ex. 554	<b>Automotive dealers -----</b>	20	12 528	1 697	436	210
554	<b>Gasoline service stations -----</b>	25	4 935	494	116	93
56	<b>Apparel and accessory stores -----</b>	242	109 074	16 510	4 715	3 057
561	Men's and boys' clothing and furnishings stores -----	56	36 664	5 766	1 489	903
562, 3, 6	Women's clothing and specialty stores and furriers -----	93	48 095	8 355	2 155	1 442
562	Women's ready-to-wear stores -----	54	41 946	7 346	1 655	1 275
565	Family clothing stores -----	12	5 256	609	216	130
566	Shoe stores -----	49	16 354	2 993	706	459
564, 9	Other apparel and accessory stores -----	32	2 705	565	149	123
57	<b>Furniture, home furnishings, and equipment stores-----</b>	87	30 181	4 533	1 158	560
5712	Furniture stores -----	26	16 106	2 468	613	254
5713, 4, 9	Home furnishings stores -----	27	3 324	516	134	66
572, 3	Household appliance, radio, television, and music stores -----	34	10 731	1 549	411	216
58	<b>Eating and drinking places-----</b>	858	99 669	29 946	7 079	5 769
5612	Eating places -----	489	83 973	25 706	6 046	4 903
5613	Drinking places (alcoholic beverages) -----	169	15 916	4 240	1 033	866
591	<b>Drug and proprietary stores -----</b>	40	18 911	2 632	661	464
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup>-----</b>	523	101 744	15 310	3 639	2 263
592	Liquor stores -----	30	6 669	468	116	71
594	Miscellaneous shopping goods stores -----	267	65 191	10 103	2 384	1 491
5992	Florists -----	26	2 436	589	134	65

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Oakland</b>					
	<b>Retail stores<sup>2</sup></b>	527	170 949	32 109	7 884	5 323
52	Building materials, hardware, garden supply, and mobile home dealers	5	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	4	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	8	50 033	12 526	3 107	2 111
531	Department stores <sup>3</sup>	3	48 869	12 337	3 045	2 060
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	<b>Food stores</b>	49	10 952	1 247	302	212
55 ex. 554	<b>Automotive dealers</b>	12	14 246	1 773	416	210
554	<b>Gasoline service stations</b>	22	3 354	431	117	84
56	<b>Apparel and accessory stores</b>	80	29 765	4 736	1 184	789
561	Men's and boys' clothing and furnishings stores	21	9 688	1 670	454	220
562, 3, 8	Women's clothing and specialty stores and furriers	28	14 205	2 025	469	401
562	Women's ready-to-wear stores	22	13 920	1 992	462	393
565	Family clothing stores	3	1 167	255	65	53
566	Shoe stores	18	4 117	685	175	100
564, 9	Other apparel and accessory stores	10	588	101	21	15
57	<b>Furniture, home furnishings, and equipment stores</b>	40	21 845	3 326	840	441
5712	Furniture stores	13	14 917	2 517	654	329
5713, 4, 9	Home furnishings stores	5	456	39	7	5
572, 3	Household appliance, radio, television, and music stores	22	6 472	770	179	107
58	<b>Eating and drinking places</b>	161	14 686	3 937	995	799
5812	Eating places	122	12 112	3 273	835	687
5813	Drinking places (alcoholic beverages)	39	2 574	664	160	112
591	<b>Drug and proprietary stores</b>	9	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	141	20 948	3 617	778	550
592	Liquor stores	18	4 555	267	61	46
594	Miscellaneous shopping goods stores	59	9 963	2 240	447	323
5992	Florists	11	626	101	24	28

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Berkeley</b>					
	<b>Retail stores<sup>2</sup></b>	184	82 099	9 938	2 495	1 738
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	8	1 994	398	96	71
525	Hardware stores	4	1 359	246	60	50
52 ex. 525	Other	4	635	152	38	21
53	<b>General merchandise group stores</b>	7	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	2	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	117	10	3	4
54	<b>Food stores</b>	15	3 548	528	128	90
55 ex. 554	<b>Automotive dealers</b>	7	20 304	2 191	585	227
554	<b>Gasoline service stations</b>	10	(D)	(D)	(D)	(D)
56	<b>Apparel and accessory stores</b>	24	4 800	743	190	175
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	9	1 187	186	54	47
562	Women's ready-to-wear stores	6	786	95	22	30
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	7	1 324	278	59	54
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	25	5 541	824	223	137
5712	Furniture stores	4	1 168	213	72	29
5713, 4, 9	Home furnishings stores	7	1 187	130	31	24
572, 3	Household appliance, radio, television, and music stores	14	3 186	481	120	84
58	<b>Eating and drinking places</b>	35	3 928	1 172	278	245
5812	Eating places	31	3 615	1 107	261	223
5813	Drinking places (alcoholic beverages)	4	311	65	15	22
591	<b>Drug and proprietary stores</b>	5	3 142	492	112	88
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b>	48	7 152	1 225	305	235
592	Liquor stores	—	—	—	—	—
594	Miscellaneous shopping goods stores	26	5 775	938	231	176
5992	Florists	6	456	71	18	18

See footnotes at end of table.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972—Con.**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Hayward</b>					
	Retail stores <sup>2</sup> -----	158	59 310	6 938	1 994	1 410
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	685	148	49	23
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores -----	7	2 984	308	70	39
55 ex. 554	Automotive dealers -----	11	16 723	2 614	427	161
554	Gasoline service stations -----	9	2 520	213	55	44
56	Apparel and accessory stores-----	24	6 053	957	236	219
561	Men's and boys' clothing and furnishings stores -----	4	1 413	229	61	52
562, 3, 6	Women's clothing and specialty stores and furriers -----	11	2 646	446	101	94
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	6	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	15	(D)	(D)	(D)	(D)
5712	Furniture stores -----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	6	933	140	36	26
58	Eating and drinking places-----	38	4 170	1 141	255	217
5812	Eating places -----	21	3 191	933	201	169
5813	Drinking places (alcoholic beverages) -----	17	979	208	54	48
591	Drug and proprietary stores-----	3	316	36	10	9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	44	6 781	990	251	203
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	24	4 310	650	161	124
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>San Francisco</b>			
	Retail stores <sup>3</sup> -----	51.1	43.5	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	39.8	81.8	89.0
525	Hardware stores -----	71.2	58.8	64.6
52 ex. 525	Other -----	-39.0	91.7	95.3
53	General merchandise group stores -----	47.5	16.0	44.1
531	Department stores <sup>4</sup> -----	49.1	9.0	44.5
533	Variety stores -----	(D)	11.2	9.1
539	Miscellaneous general merchandise stores -----	(D)	100.7	94.8
54	Food stores <sup>5</sup> -----	19.0	43.0	50.8
541	Grocery stores -----	(NA)	40.2	49.6
55 ex. 554	Automotive dealers -----	292.0	35.3	84.5
554	Gasoline service stations-----	100.9	51.2	55.0
56	Apparel and accessory stores-----	27.8	39.5	30.9
561	Men's and boys' clothing and furnishings stores -----	41.9	54.5	39.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	1.9	22.0	28.2
562	Women's ready-to-wear stores -----	0.9	21.0	25.6
565	Family clothing stores -----	86.7	69.6	-0.2
566	Shoe stores -----	21.1	20.7	39.5
564, 9	Other apparel and accessory stores -----	225.7	228.4	136.5
57	Furniture, home furnishings, and equipment stores-----	87.3	80.3	73.1
5712	Furniture stores -----	-14.5	14.3	36.1
5713, 4, 9	Home furnishings stores -----	(NC)	278.3	141.0
572, 3	Household appliance, radio, television, and music stores -----	66.2	99.8	93.8
58	Eating and drinking places-----	47.4	47.8	67.9
5812	Eating places -----	58.5	55.6	78.3
5813	Drinking places (alcoholic beverages) -----	-11.5	12.5	15.3
591	Drug and proprietary stores -----	36.0	41.8	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	52.4	61.5	67.2
592	Liquor stores -----	40.8	19.0	36.3
594	Miscellaneous shopping goods stores -----	41.7	64.3	77.7
5992	Florists -----	64.7	15.2	40.6

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Oakland</b>			
	Retail stores <sup>3</sup> -----	-3.7	29.9	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	70.3	(D)	89.0
525 52 ex. 525	Hardware stores -----	(D)	87.7	64.6
	Other -----	62.2	(D)	95.3
53	General merchandise group stores -----	-2.9	2.1	44.1
531	Department stores <sup>4</sup> -----	-4.0	-3.2	44.5
533	Variety stores -----	57.4	0.5	-9.1
539	Miscellaneous general merchandise stores -----	21.6	288.2	94.8
54	Food stores <sup>5</sup> -----	19.7	32.9	50.8
541	Grocery stores -----	(NA)	32.2	49.6
55 ex. 554	Automotive dealers -----	(D)	46.3	64.5
554	Gasoline service stations -----	(D)	23.8	55.0
56	Apparel and accessory stores -----	-24.7	-1.4	30.9
561 562, 3, 8	Man's and boys' clothing and furnishings stores -----	-18.2	-16.0	39.1
	Woman's clothing and specialty stores and furriers -----	-28.0	-5.8	28.2
562	Women's ready-to-wear stores -----	-28.4	-8.2	25.6
565	Family clothing stores -----	-26.6	19.2	-0.2
566	Shoe stores -----	-28.2	24.6	39.5
564, 9	Other apparel and accessory stores -----	-25.2	22.7	136.5
57	Furniture, home furnishings, and equipment stores -----	-42.4	24.8	73.1
5712 5713, 4, 9 572, 3	Furniture stores -----	-54.7	-1.9	36.1
	Home furnishings stores -----	(D)	57.8	141.0
	Household appliance, radio, television, and music stores -----	(D)	54.2	93.8
58	Eating and drinking places -----	31.2	43.7	67.9
5812 5813	Eating places -----	43.6	53.3	78.3
	Drinking places (alcoholic beverages) -----	-26.7	-3.7	15.3
591	Drug and proprietary stores -----	(D)	(D)	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	18.6	34.2	67.2
592	Liquor stores -----	17.1	11.4	36.3
594	Miscellaneous shopping goods stores -----	45.4	56.2	77.7
5992	Florists -----	2.4	40.1	40.6

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Berkeley</b>			
	Retail stores <sup>3</sup> -----	38.0	48.0	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	50.7	98.5	89.0
525	Hardware stores -----	(D)	16.5	64.6
52 ex. 525	Other -----	(D)	(D)	95.3
53	General merchandise group stores -----	(D)	(D)	44.1
531	Department stores <sup>4</sup> -----	-7.0	-7.0	44.5
533	Variety stores-----	21.7	-18.3	-8.1
539	Miscellaneous general merchandise stores-----	(D)	(D)	94.8
54	Food stores <sup>5</sup> -----	(D)	40.8	50.8
541	Grocery stores-----	(NA)	29.6	49.6
55 ex. 554	Automotive dealers -----	36.3	53.4	84.5
554	Gasoline service stations-----	(D)	27.0	55.0
56	Apparel and accessory stores-----	19.2	26.7	30.9
561	Men's and boys' clothing and furnishings stores -----	23.0	(D)	39.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	61.9	25.2	28.2
562	Women's ready-to-wear stores -----	(D)	(D)	25.6
565	Family clothing stores -----	-10.9	(D)	-0.2
566	Shoe stores -----	14.0	(D)	39.5
564, 9	Other apparel and accessory stores -----	-4.2	(D)	136.5
57	Furniture, home furnishings, and equipment stores-----	33.1	58.6	73.1
5712	Furniture stores -----	(D)	-18.2	36.1
5713, 4, 9	Home furnishings stores -----	(D)	24.5	141.0
572, 3	Household appliance, radio, television, and music stores -----	56.1	103.5	93.8
58	Eating and drinking places-----	97.1	55.1	67.9
5812	Eating places -----	(D)	61.1	78.3
5813	Drinking places (alcoholic beverages) -----	(D)	-15.4	15.3
591	Drug and proprietary stores -----	(D)	24.8	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	55.1	(D)	67.2
592	Liquor stores -----	-	33.6	36.3
594	Miscellaneous shopping goods stores-----	62.2	85.4	77.7
5992	Florists -----	30.5	(D)	40.6

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Hayward</b>			
	Retail stores <sup>3</sup> -----	25.6	61.6	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	69.0
525	Hardware stores -----	(D)	-53.8	64.6
52 ex. 525	Other -----	0.3	(D)	95.3
53	General merchandise group stores -----	27.7	(D)	44.1
531	Department stores <sup>4</sup> -----	24.4	40.3	44.5
533	Variety stores -----	-79.1	-22.2	-9.1
539	Miscellaneous general merchandise stores -----	(D)	(D)	94.8
54	Food stores <sup>5</sup> -----	(D)	51.9	50.6
541	Grocery stores -----	(NA)	55.0	49.6
55 ex. 554	Automotive dealers -----	67.6	67.9	64.5
554	Gasoline service stations -----	15.3	62.7	55.0
56	Apparel and accessory stores -----	-62.0	24.7	30.9
561	Men's and boys' clothing and furnishings stores -----	-34.7	(D)	39.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-65.2	(D)	28.2
562	Women's ready-to-wear stores -----	-68.3	(D)	25.6
565	Family clothing stores -----	-	(D)	-0.2
566	Shoe stores -----	-52.5	(D)	39.5
564, 9	Other apparel and accessory stores -----	-91.3	-72.2	136.5
57	Furniture, home furnishings, and equipment stores -----	(D)	123.8	73.1
5712	Furniture stores -----	(D)	192.3	36.1
5713, 4, 9	Home furnishings stores -----	-55.9	(D)	141.0
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	93.8
58	Eating and drinking places -----	32.9	62.1	67.9
5812	Eating places -----	49.3	91.6	78.3
5813	Drinking places (alcoholic beverages) -----	-20.4	35.9	15.3
591	Drug and proprietary stores -----	(D)	(D)	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(D)	(D)	67.2
592	Liquor stores -----	13.6	44.7	36.3
594	Miscellaneous shopping goods stores -----	(D)	64.2	77.7
5992	Flosts -----	(D)	(D)	40.6

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Alameda</b>			
	Retail stores <sup>3</sup> .....	(NA)	(NA)	57.1
52	Building materials, hardware, garden supply, and mobile home dealers .....	(NA)	(NA)	89.0
525	Hardware stores .....	(NA)	(NA)	64.6
52 ex. 525	Other .....	(NA)	(NA)	95.3
53	General merchandise group stores .....	(NA)	(NA)	44.1
531	Department stores <sup>4</sup> .....	(NA)	(NA)	44.5
533	Variety stores .....	(NA)	(NA)	-9.1
539	Miscellaneous general merchandise stores .....	(NA)	(NA)	94.8
54	Food stores <sup>5</sup> .....	(NA)	(NA)	50.8
541	Grocery stores .....	(NA)	(NA)	49.6
55 ex. 554	Automotive dealers .....	(NA)	(NA)	64.5
554	Gasoline service stations .....	(NA)	(NA)	55.0
56	Apparel and accessory stores .....	(NA)	(NA)	30.9
561	Men's and boys' clothing and furnishings stores .....	(NA)	(NA)	39.1
562, 3, 8	Women's clothing and specialty stores and furners .....	(NA)	(NA)	28.2
562	Women's ready-to-wear stores .....	(NA)	(NA)	25.6
565	Family clothing stores .....	(NA)	(NA)	-0.2
566	Shoe stores .....	(NA)	(NA)	39.5
564, 9	Other apparel and accessory stores .....	(NA)	(NA)	136.5
57	Furniture, home furnishings, and equipment stores .....	(NA)	(NA)	73.1
5712	Furniture stores .....	(NA)	(NA)	36.1
5713, 4, 9	Home furnishings stores .....	(NA)	(NA)	141.0
572, 3	Household appliance, radio, television, and music stores .....	(NA)	(NA)	93.8
58	Eating and drinking places .....	(NA)	(NA)	67.9
5812	Eating places .....	(NA)	(NA)	78.3
5813	Drinking places (alcoholic beverages) .....	(NA)	(NA)	15.3
591	Drug and proprietary stores .....	(NA)	(NA)	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	(NA)	(NA)	67.2
592	Liquor stores .....	(NA)	(NA)	36.3
594	Miscellaneous shopping goods stores .....	(NA)	(NA)	77.7
5992	Florists .....	(NA)	(NA)	40.6

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>San Leandro</b>			
	Retail stores <sup>3</sup> -----	(NA)	58.3	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	47.3	89.0
525	Hardware stores -----	(NA)	75.7	64.6
52 ex. 525	Other -----	(NA)	42.4	95.3
53	General merchandise group stores -----	(NA)	57.2	44.1
531	Department stores <sup>4</sup> -----	(NA)	82.5	44.5
533	Variety stores -----	(NA)	(D)	-9.1
539	Miscellaneous general merchandise stores-----	(NA)	-62.9	94.8
54	Food stores <sup>5</sup> -----	(NA)	69.3	50.8
541	Grocery stores -----	(NA)	59.6	49.6
55 ex. 554	Automotive dealers -----	(NA)	69.5	64.5
554	Gasoline service stations-----	(NA)	(D)	55.0
56	Apparel and accessory stores-----	(NA)	27.3	30.9
561	Men's and boys' clothing and furnishings stores -----	(NA)	91.5	39.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	28.2
562	Women's ready-to-wear stores -----	(NA)	64.9	25.6
565	Family clothing stores -----	(NA)	-0.2	-0.2
566	Shoe stores -----	(NA)	(D)	39.5
564, 9	Other apparel and accessory stores-----	(NA)	103.5	136.5
57	Furniture, home furnishings, and equipment stores-----	(NA)	21.0	73.1
5712	Furniture stores -----	(NA)	25.6	36.1
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	141.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	93.8
58	Eating and drinking places-----	(NA)	69.2	67.9
5812	Eating places -----	(NA)	(D)	78.3
5813	Drinking places (alcoholic beverages)-----	(NA)	(D)	15.3
591	Drug and proprietary stores-----	(NA)	28.2	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	67.2
592	Liquor stores -----	(NA)	89.8	36.3
594	Miscellaneous shopping goods stores-----	(NA)	132.5	77.7
5992	Florists -----	(NA)	100.6	40.6

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Fremont</b>			
	Retail stores <sup>3</sup> -----	(NA)	85.5	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	38.9	89.0
525	Hardware stores -----	(NA)	548.7	64.6
52 ex. 525	Other -----	(NA)	21.1	95.3
53	General merchandise group stores -----	(NA)	(D)	44.1
531	Department stores <sup>4</sup> -----	(NA)	(D)	44.5
533	Variety stores-----	(NA)	-1.6	-9.1
539	Miscellaneous general merchandise stores-----	(NA)	140.5	94.8
54	Food stores <sup>5</sup> -----	(NA)	42.1	50.8
541	Grocery stores-----	(NA)	38.1	49.6
55 ex. 554	Automotive dealers -----	(NA)	123.2	64.5
554	Gasoline service stations-----	(NA)	93.8	55.0
56	Apparel and accessory stores-----	(NA)	(D)	30.9
561	Men's and boys' clothing and furnishings stores -----	(NA)	4.9	39.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	28.2
562	Women's ready-to-wear stores -----	(NA)	67.2	25.6
565	Family clothing stores -----	(NA)	-94.4	-0.2
566	Shoe stores -----	(NA)	118.0	39.5
564, 9	Other apparel and accessory stores -----	(NA)	46.5	136.5
57	Furniture, home furnishings, and equipment stores-----	(NA)	180.1	73.1
5712	Furniture stores -----	(NA)	(D)	36.1
5713, 4, 9	Home furnishings stores -----	(NA)	168.6	141.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	93.8
58	Eating and drinking places-----	(NA)	139.4	67.9
5812	Eating places -----	(NA)	153.7	78.3
5813	Drinking places (alcoholic beverages) -----	(NA)	43.7	15.3
591	Drug and proprietary stores -----	(NA)	18.2	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	120.9	67.2
592	Liquor stores -----	(NA)	62.4	36.3
594	Miscellaneous shopping goods stores -----	(NA)	170.9	77.7
5992	Florists -----	(NA)	81.6	40.6

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Concord</b>			
	Retail stores <sup>3</sup> -----	(NA)	68.5	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	9.2	89.0
525	Hardware stores -----	(NA)	69.7	64.6
52 ex. 525	Other -----	(NA)	3.2	95.3
53	General merchandise group stores -----	(NA)	38.2	44.1
531	Department stores <sup>4</sup> -----	(NA)	38.9	44.5
533	Variety stores-----	(NA)	-28.2	-8.1
539	Miscellaneous general merchandise stores-----	(NA)	34.9	94.8
54	Food stores <sup>5</sup> -----	(NA)	57.3	50.8
541	Grocery stores-----	(NA)	(D)	49.6
55 ex. 554	Automotive dealers -----	(NA)	83.4	64.5
554	Gasoline service stations-----	(NA)	(D)	55.0
56	Apparel and accessory stores-----	(NA)	(D)	30.9
561	Men's and boys' clothing and furnishings stores -----	(NA)	25.0	39.1
562, 3, 8	Women's clothing and specialty stores and fitters -----	(NA)	64.9	28.2
562	Women's ready-to-wear stores -----	(NA)	(D)	25.6
565	Family clothing stores -----	(NA)	(D)	-0.2
566	Shoe stores -----	(NA)	96.0	39.5
564, 9	Other apparel and accessory stores -----	(NA)	(D)	136.5
57	Furniture, home furnishings, and equipment stores-----	(NA)	144.8	73.1
5712	Furniture stores -----	(NA)	(D)	36.1
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	141.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	(D)	93.8
58	Eating and drinking places-----	(NA)	112.9	67.9
5812	Eating places -----	(NA)	126.8	78.3
5813	Drinking places (alcoholic beverages) -----	(NA)	15.4	15.3
591	Drug and proprietary stores-----	(NA)	(D)	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	67.2
592	Liquor stores -----	(NA)	(D)	36.3
594	Miscellaneous shopping goods stores -----	(NA)	129.6	77.7
5992	Florists -----	(NA)	17.8	40.6

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Redwood City</b>			
	Retail stores <sup>3</sup> -----	(NA)	(NA)	57.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(NA)	89.0
525	Hardware stores -----	(NA)	(NA)	64.6
52 ax. 525	Other -----	(NA)	(NA)	95.3
53	General merchandise group stores -----	(NA)	(NA)	44.1
531	Department stores <sup>4</sup> -----	(NA)	(NA)	44.5
533	Variety stores -----	(NA)	(NA)	-9.1
539	Miscellaneous general merchandise stores -----	(NA)	(NA)	94.8
54	Food stores <sup>5</sup> -----	(NA)	(NA)	50.8
541	Grocery stores -----	(NA)	(NA)	49.6
55 ex. 554	Automotive dealers -----	(NA)	(NA)	84.5
554	Gasoline service stations -----	(NA)	(NA)	55.0
56	Apparel and accessory stores -----	(NA)	(NA)	30.9
561	Man's and boys' clothing and furnishings stores -----	(NA)	(NA)	39.1
562, 3, 8	Woman's clothing and specialty stores and furriers -----	(NA)	(NA)	28.2
562	Woman's ready-to-wear stores -----	(NA)	(NA)	25.6
565	Family clothing stores -----	(NA)	(NA)	-0.2
566	Shoe stores -----	(NA)	(NA)	39.5
564, 9	Other apparel and accessory stores -----	(NA)	(NA)	136.5
57	Furniture, home furnishings, and equipment stores -----	(NA)	(NA)	73.1
5712	Furniture stores -----	(NA)	(NA)	36.1
5713, 4, 9	Home furnishings stores -----	(NA)	(NA)	141.0
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(NA)	93.8
58	Eating and drinking places -----	(NA)	(NA)	87.9
5812	Eating places -----	(NA)	(NA)	78.3
5813	Drinking places (alcoholic beverages) -----	(NA)	(NA)	15.3
591	Drug and proprietary stores -----	(NA)	(NA)	58.0
59 ex. 591, 8	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(NA)	67.2
592	Liquor stores -----	(NA)	(NA)	36.3
594	Miscellaneous shopping goods stores -----	(NA)	(NA)	77.7
5992	Florists -----	(NA)	(NA)	40.6

See footnotes at end of table.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
<b>San Mateo</b>				
	Retail stores <sup>3</sup> -----	(NA)	85.5	57.1
52	Building materials, hardware, garden supply, and mobile homes dealers -----	(NA)	(D)	89.0
525	Hardware stores -----	(NA)	(D)	64.6
52 ex. 525	Other -----	(NA)	(D)	95.3
53	General merchandise group stores -----	(NA)	35.2	44.1
531	Department stores <sup>4</sup> -----	(NA)	28.3	44.5
533	Variety stores-----	(NA)	(D)	-9.1
539	Miscellaneous general merchandise stores-----	(NA)	(D)	94.8
54	Food stores <sup>5</sup> -----	(NA)	32.8	50.8
541	Grocery stores-----	(NA)	36.9	49.6
55 ex. 554	Automotive dealers -----	(NA)	218.3	64.5
554	Gasoline service stations-----	(NA)	(D)	55.0
56	Apparel and accessory stores-----	(NA)	56.4	30.9
561	Men's and boys' clothing and furnishings stores-----	(NA)	63.4	39.1
562, 3, 8	Women's clothing and specialty stores and fumers-----	(NA)	32.3	28.2
562	Women's ready-to-wear stores-----	(NA)	(D)	25.6
565	Family clothing stores-----	(NA)	(D)	-0.2
566	Shoe stores-----	(NA)	52.9	39.5
564, 9	Other apparel and accessory stores-----	(NA)	(D)	136.5
57	Furniture, home furnishings, and equipment stores-----	(NA)	41.3	73.1
5712	Furniture stores-----	(NA)	12.8	36.1
5713, 4, 9	Home furnishings stores-----	(NA)	2.7	141.0
572, 3	Household appliance, radio, television, and music stores-----	(NA)	101.8	93.8
58	Eating and drinking places-----	(NA)	86.5	67.9
5812	Eating places-----	(NA)	(D)	78.3
5813	Drinking places (alcoholic beverages)-----	(NA)	(D)	15.3
591	Drug and proprietary stores-----	(NA)	(D)	58.0
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	67.2
592	Liquor stores-----	(NA)	27.7	36.3
594	Miscellaneous shopping goods stores-----	(NA)	80.0	77.7
5992	Florists-----	(NA)	(D)	40.6

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>San Francisco</b>					
	Retail stores <sup>1</sup> -----	29.8	6.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	5.5	0.7	0.4	2.1	3.7
525	Hardware stores -----	(D)	(D)	(D)	0.5	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	1.5	3.1
53	General merchandise group stores-----	84.4	13.4	26.3	12.1	13.8
531	Department stores <sup>2</sup> -----	72.9	13.7	23.6	9.6	11.9
533	Variety stores-----	(D)	(D)	(D)	0.9	0.8
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	1.6	1.1
54	Food stores <sup>3</sup> -----	5.0	1.1	3.5	20.5	21.9
541	Grocery stores-----	4.2	0.8	2.3	16.5	19.7
55 ex. 554	Automotive dealers-----	14.8	2.2	5.9	11.8	18.8
554	Gasoline service stations-----	7.1	1.3	1.2	5.0	6.2
56	Apparel and accessory stores-----	58.1	21.9	16.8	8.6	5.3
561	Men's and boys' clothing and furnishings stores-----	66.6	31.7	6.3	2.8	1.4
562, 3, 8	Women's clothing and specialty stores and furriers-----	50.2	19.6	5.9	3.5	2.1
562	Women's ready-to-wear stores-----	48.7	18.8	5.1	3.1	1.9
565	Family clothing stores-----	49.6	11.8	1.2	0.7	0.7
566	Shoe stores-----	63.3	18.5	2.4	1.1	0.9
564, 9	Other apparel and accessory stores-----	65.2	26.0	1.1	0.5	0.3
57	Furniture, home furnishings, and equipment stores-----	33.0	8.4	8.8	6.1	5.6
5712	Furniture stores-----	25.6	5.4	1.7	1.9	2.1
5713, 4, 9	Home furnishings stores-----	54.1	17.2	3.0	1.6	1.2
572, 3	Household appliance, radio, television, and music stores-----	25.0	6.6	2.1	2.5	2.2
58	Eating and drinking places-----	30.1	10.9	17.7	17.5	11.3
5812	Eating places-----	31.5	11.1	16.0	15.0	10.0
5813	Drinking places (alcoholic beverages)-----	20.9	9.2	1.7	2.4	1.3
591	Drug and proprietary stores-----	25.9	4.5	2.8	3.2	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	41.6	13.6	18.7	13.3	9.5
592	Liquor stores-----	19.1	4.4	1.5	2.3	2.3
594	Miscellaneous shopping goods stores-----	50.3	17.2	11.1	6.5	4.5
5992	Florists-----	36.3	11.1	0.5	0.4	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Oakland</b>					
	Retail stores <sup>1</sup> -----	15.1	1.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	11.2	(D)	(D)	(D)	3.7
525	Hardware stores -----	(D)	(D)	(D)	0.7	0.7
52 ex. 525	Other -----	13.2	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	39.0	3.0	29.5	11.4	13.8
531	Department stores <sup>2</sup> -----	43.0	3.3	28.5	10.0	11.9
533	Variety stores -----	(D)	(D)	(D)	0.6	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.8	1.1
54	Food stores <sup>3</sup> -----	5.5	0.5	8.0	21.9	21.9
541	Grocery stores -----	3.2	0.3	4.2	19.9	19.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	20.7	18.6
554	Gasoline service stations -----	(D)	(D)	(D)	6.9	6.2
56	Apparel and accessory stores-----	42.4	3.5	13.8	4.8	5.3
561	Men's and boys' clothing and furnishings stores -----	59.7	4.8	4.8	1.2	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	45.1	4.1	8.2	2.1	2.1
562	Women's ready-to-wear stores -----	48.0	4.4	6.1	1.9	1.9
565	Family clothing stores -----	18.8	1.0	0.5	0.4	0.7
566	Shoe stores -----	28.5	2.8	1.8	0.9	0.9
564, 9	Other apparel and accessory stores -----	21.8	1.3	0.3	0.2	0.3
57	Furniture, home furnishings, and equipment stores-----	21.6	1.9	7.6	5.3	5.6
5712	Furniture stores -----	27.3	2.6	4.1	2.3	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.7	2.2
58	Eating and drinking places-----	15.7	1.4	11.7	11.2	11.3
5812	Eating places -----	16.0	1.4	10.6	10.0	10.0
5813	Drinking places (alcoholic beverages) -----	13.6	1.2	1.1	1.3	1.3
591	Drug and proprietary stores -----	(D)	0.6	1.9	(D)	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	22.8	2.2	15.1	10.0	9.5
592	Liquor stores -----	13.3	1.9	3.2	3.7	2.3
594	Miscellaneous shopping goods stores -----	34.9	2.7	8.8	3.8	4.5
5992	Florists -----	17.4	1.8	0.4	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps.)

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Berkeley</b>					
	<b>Retail stores<sup>1</sup></b> -----	22.4	0.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	18.7	0.7	3.6	4.3	3.7
525	Hardware stores -----	(D)	(D)	(D)	0.8	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	3.5	3.1
53	General merchandise group stores -----	(D)	0.6	11.6	(D)	13.6
531	Department stores <sup>2</sup> -----	100.0	(D)	(D)	(D)	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.2	1.1
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	21.9	21.9
541	Grocery stores -----	4.8	0.1	3.8	17.8	19.7
55 ex. 554	Automotive dealers -----	36.5	1.2	32.8	20.1	18.6
554	Gasoline service stations -----	22.0	0.6	5.1	5.2	6.2
56	Apparel and accessory stores -----	30.1	0.9	6.5	4.8	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	28.6	0.8	2.3	1.8	2.1
562	Women's ready-to-wear stores -----	27.5	(D)	(D)	(D)	1.9
565	Family clothing stores -----	(D)	(D)	(D)	0.7	0.7
566	Shoe stores -----	43.7	1.4	1.8	0.9	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	25.9	1.1	8.7	7.5	5.6
5712	Furniture stores -----	(D)	(D)	(D)	(D)	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	1.9	5.9	(D)	2.2
58	Eating and drinking places -----	16.9	0.6	9.2	12.2	11.3
5812	Eating places -----	(D)	(D)	(D)	11.7	10.0
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	0.5	1.3
591	Drug and proprietary stores -----	20.8	(D)	(D)	(D)	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	16.7	1.0	13.1	17.6	9.5
592	Liquor stores -----	—	—	—	3.7	2.3
594	Miscellaneous shopping goods stores -----	24.1	1.7	11.1	10.3	4.5
5992	Florists -----	(D)	1.6	0.7	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Hayward</b>					
	Retail stores <sup>1</sup> -----	13.5	0.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	1.9	(D)	(D)	(D)	3.7
525	Hardware stores -----	(D)	-	-	(D)	0.7
52 ex. 525	Other -----	1.9	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	19.0	(D)	(D)	(D)	13.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	16.9	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.1
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	15.8	21.9
541	Grocery stores -----	(D)	(D)	(D)	14.6	19.7
55 ex. 554	Automotive dealers -----	19.2	1.4	42.2	29.8	18.6
554	Gasoline service stations -----	10.9	0.4	3.9	4.8	6.2
56	Apparel and accessory stores -----	8.7	0.4	3.1	4.8	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	0.6	1.2	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	8.1	0.4	1.2	2.1	2.1
562	Women's ready-to-wear stores -----	7.7	(D)	(D)	(D)	1.9
565	Family clothing stores -----	-	-	-	0.6	0.7
566	Shoe stores -----	7.6	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	14.2	0.6	5.0	4.8	5.6
5712	Furniture stores -----	22.8	0.8	2.8	1.7	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	1.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.2	2.2
58	Eating and drinking places -----	15.7	0.4	7.4	6.4	11.3
5812	Eating places -----	15.5	0.4	6.4	5.6	10.0
5813	Drinking places (alcoholic beverages) -----	17.3	0.5	1.0	0.8	1.3
591	Drug and proprietary stores -----	(D)	(D)	(D)	4.7	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.5	9.5
592	Liquor stores -----	(D)	(D)	(D)	1.5	2.3
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	4.4	4.5
5992	Florists -----	12.0	(D)	(D)	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Alameda</b>						
	<b>Retail stores<sup>1</sup>-----</b>	14.0	0.2	100.0	100.0	100.0
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	24.4	0.1	2.2	1.3	3.7
525 52 ex. 525	<b>Hardware stores -----</b>	15.8	(D)	(D)	(D)	0.7
	<b>Other -----</b>	35.1	(D)	(D)	(D)	3.1
53	<b>General merchandise group stores -----</b>	(D)	(D)	(D)	8.2	13.8
531	<b>Department stores<sup>2</sup> -----</b>	(D)	—	—	(D)	11.9
533	<b>Variety stores-----</b>	(D)	(D)	(D)	(D)	0.6
539	<b>Miscellaneous general merchandise stores-----</b>	(D)	(D)	(D)	(D)	1.1
54	<b>Food stores<sup>3</sup>-----</b>	12.3	0.2	22.8	25.8	21.9
541	<b>Grocery stores-----</b>	10.6	0.2	18.6	24.6	19.7
55 ex. 554	<b>Automotive dealers -----</b>	0.4	—	0.8	27.5	18.6
554	<b>Gasoline service stations-----</b>	14.8	0.2	6.1	5.7	6.2
58	<b>Apparel and accessory stores-----</b>	11.8	0.1	2.3	2.7	5.3
561 562, 3, 8	<b>Men's and boys' clothing and furnishings stores -----</b>	(D)	(D)	(D)	1.0	1.4
	<b>Women's clothing and specialty stores and furriers -----</b>	13.1	0.1	1.1	1.2	2.1
562	<b>Women's ready-to-wear stores -----</b>	(D)	(D)	(D)	1.1	1.9
565	<b>Family clothing stores -----</b>	43.8	(D)	(D)	(D)	0.7
566	<b>Shoe stores -----</b>	(D)	(D)	(D)	0.4	0.9
564, 9	<b>Other apparel and accessory stores -----</b>	80.8	(D)	(D)	(D)	0.3
57	<b>Furniture, home furnishings, and equipment stores-----</b>	59.4	0.5	12.0	2.8	5.6
5712 5713, 4, 9	<b>Furniture stores -----</b>	63.3	0.7	6.7	1.5	2.1
572, 3	<b>Home furnishings stores -----</b>	23.9	(D)	(D)	(D)	1.2
	<b>Household appliance, radio, television, and music stores-----</b>	58.4	(D)	(D)	(D)	2.2
58	<b>Eating and drinking places-----</b>	(D)	(D)	(D)	10.4	11.3
5812 5813	<b>Eating places -----</b>	13.3	0.2	8.4	8.8	10.0
	<b>Drinking places (alcoholic beverages) -----</b>	(D)	(D)	(D)	1.6	1.3
591	<b>Drug and proprietary stores -----</b>	(D)	(D)	(D)	7.1	4.3
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup>-----</b>	34.7	0.5	21.0	8.5	9.5
592	<b>Liquor stores -----</b>	(D)	(D)	(D)	2.9	2.3
594	<b>Miscellaneous shopping goods stores-----</b>	(D)	(D)	(D)	4.3	4.5
5992	<b>Florists -----</b>	(D)	(D)	(D)	0.3	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>San Leandro</b>					
	Retail stores <sup>1</sup> .....	17.7	0.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers .....	(D)	(D)	(D)	3.8	3.7
525	Hardware stores .....	(D)	—	—	(D)	0.7
52 ex. 525	Other .....	12.8	(D)	(D)	(D)	3.1
53	General merchandise group stores .....	(D)	(D)	(D)	(D)	13.6
531	Department stores <sup>2</sup> .....	—	—	—	20.8	11.9
533	Variety stores .....	(D)	—	—	(D)	0.6
539	Miscellaneous general merchandise stores .....	(D)	(D)	(D)	(D)	1.1
54	Food stores <sup>3</sup> .....	19.6	0.5	23.3	21.0	21.9
541	Grocery stores .....	(D)	(D)	(D)	19.1	19.7
55 ex. 554	Automotive dealers .....	31.8	1.0	38.1	21.3	18.6
554	Gasoline service stations .....	(D)	0.2	2.3	(D)	6.2
56	Apparel and accessory stores .....	27.0	0.4	4.2	2.8	5.3
561	Men's and boys' clothing and furnishings stores .....	(D)	(D)	(D)	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers .....	(D)	0.3	1.3	(D)	2.1
562	Women's ready-to-wear stores .....	(D)	0.3	1.3	(D)	1.9
565	Family clothing stores .....	(D)	(D)	(D)	(D)	0.7
566	Shoe stores .....	21.4	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores .....	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores .....	6.8	0.2	2.6	6.9	5.6
5712	Furniture stores .....	2.5	(D)	(D)	(D)	2.1
5713, 4, 9	Home furnishings stores .....	12.0	(D)	(D)	(D)	1.2
572, 3	Household appliance, radio, television, and music stores .....	17.2	0.3	1.3	1.3	2.2
58	Eating and drinking places .....	16.0	0.3	7.3	8.1	11.3
5812	Eating places .....	(D)	0.3	5.7	(D)	10.0
5813	Drinking places (alcoholic beverages) .....	(D)	0.7	1.7	(D)	1.3
591	Drug and proprietary stores .....	(D)	1.5	12.7	(D)	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	(D)	(D)	(D)	5.6	9.5
592	Liquor stores .....	(D)	(D)	(D)	2.0	2.3
594	Miscellaneous shopping goods stores .....	(D)	(D)	(D)	2.0	4.5
5992	Florists .....	(D)	(D)	(D)	0.4	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Fremont</b>					
	<b>Retail stores<sup>1</sup></b> -----	28.2	1.0	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	4.8	3.7
525	Hardware stores -----	-	-	-	0.8	0.7
52 ex. 525	Other -----	-	-	-	4.1	3.1
53	<b>General merchandise group stores</b> -----	68.2	2.8	37.8	16.1	13.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	15.0	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	-	-	(D)	1.1
54	<b>Food stores<sup>3</sup></b> -----	31.4	1.0	21.9	19.8	21.9
541	Grocery stores -----	(D)	1.1	20.8	(D)	19.7
55 ex. 554	<b>Automotive dealers</b> -----	(D)	(D)	(D)	27.2	18.8
554	<b>Gasoline service stations</b> -----	14.3	0.6	3.4	8.8	8.2
56	<b>Apparel and accessory stores</b> -----	(D)	1.3	6.7	(D)	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	1.0	1.3	(D)	1.4
562, 3, 8	Women's clothing and specialty stores and furriers -----	68.5	1.1	2.3	1.0	2.1
562	Women's ready-to-wear stores -----	(D)	1.2	2.3	(D)	1.9
565	Family clothing stores -----	99.5	(D)	(D)	(D)	0.7
566	Shoe stores -----	(D)	1.5	1.3	(D)	0.9
564, 9	Other apparel and accessory stores -----	98.1	(D)	(D)	(D)	0.3
57	<b>Furniture, home furnishings, and equipment stores</b> -----	32.4	0.9	5.1	4.4	5.6
5712	Furniture stores -----	(D)	(D)	(D)	2.1	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	1.2
572, 3	Household appliance, radio, television, and music stores -----	55.0	1.5	3.3	1.7	2.2
58	<b>Eating and drinking places</b> -----	(D)	(D)	(D)	7.1	11.3
5812	Eating places -----	(D)	0.5	5.1	(D)	10.0
5813	Drinking places (alcoholic beverages) -----	21.7	(D)	(D)	(D)	1.3
591	<b>Drug and proprietary stores</b> -----	58.2	(D)	(D)	(D)	4.3
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b> -----	(D)	(D)	(D)	8.8	9.5
592	Liquor stores -----	(D)	(D)	(D)	2.2	2.3
594	Miscellaneous shopping goods stores -----	58.0	1.5	6.6	3.2	4.5
5992	Florists -----	19.8	(D)	(D)	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Concord</b>					
	Retail stores <sup>1</sup> -----	15.2	0.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	14.4	0.4	2.1	2.2	3.7
525 52 ex. 525	Hardware stores -----	28.8	(D)	(D)	(D)	0.7
	Other -----	12.1	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	(D)	(D)	(D)	20.5	13.6
531	Department stores <sup>2</sup> -----	—	—	—	20.0	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.1
54	Food stores <sup>3</sup> -----	23.7	0.8	27.3	17.5	21.9
541	Grocery stores -----	24.2	0.8	26.0	16.3	19.7
55 ex. 554	Automotive dealers -----	14.9	0.8	24.9	25.5	18.6
554	Gasoline service stations -----	(D)	0.4	3.7	(D)	6.2
56	Apparel and accessory stores -----	9.7	0.5	4.2	6.7	5.3
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	0.7	1.6	(D)	1.4
	Women's clothing and specialty stores and furriers -----	(D)	0.2	0.6	(D)	2.1
562	Women's ready-to-wear stores -----	4.7	(D)	(D)	(D)	1.9
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.7
566	Shoe stores -----	4.9	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	49.0	1.7	15.0	4.6	5.6
5712 5713, 4, 9 572, 3	Furniture stores -----	(D)	0.7	2.3	(D)	2.1
	Home furnishings stores -----	(D)	1.4	2.7	(D)	1.2
	Household appliance, radio, television, and music stores -----	(D)	2.8	10.0	(D)	2.2
58	Eating and drinking places -----	(D)	(D)	(D)	6.4	11.3
5812 5813	Eating places -----	(D)	0.5	7.8	(D)	10.0
	Drinking places (alcoholic beverages) -----	47.8	(D)	(D)	(D)	1.3
591	Drug and proprietary stores -----	(D)	(D)	(D)	(D)	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	23.0	0.8	11.6	7.7	9.5
592	Liquor stores -----	17.5	0.5	1.8	1.5	2.3
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	4.1	4.5
5992	Florists -----	(D)	1.2	0.6	(D)	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Redwood City</b>					
	Retail stores <sup>1</sup> -----	63.5	1.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.8	3.7
525	Hardware stores -----	(D)	—	—	(D)	0.7
52 ex. 525	Other -----	55.0	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	35.4	(D)	(D)	(D)	13.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	11.9
533	Variety stores -----	(D)	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	(D)	0.6	0.5	(D)	1.1
54	Food stores <sup>3</sup> -----	45.2	1.0	14.4	20.2	21.9
541	Grocery stores -----	44.1	1.1	13.5	19.5	19.7
55 ex. 554	Automotive dealers -----	88.2	3.9	47.1	33.8	18.6
554	Gasoline service stations-----	50.8	1.4	5.4	6.8	6.2
56	Apparel and accessory stores -----	(D)	0.8	2.6	(D)	5.3
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	0.3	1.4
562, 3, 8	Women's clothing and specialty stores and fitters -----	(D)	0.8	1.1	(D)	2.1
562	Women's ready-to-wear stores -----	77.7	(D)	(D)	(D)	1.9
565	Family clothing stores -----	(D)	(D)	(D)	(D)	0.7
566	Shoe stores -----	70.2	(D)	(D)	(D)	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores-----	54.0	0.8	2.8	3.3	5.6
5712	Furniture stores -----	(D)	(D)	(D)	1.0	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.3	1.2
572, 3	Household appliance, radio, television, and music stores -----	73.6	1.6	2.3	2.0	2.2
58	Eating and drinking places-----	57.3	0.9	6.5	7.2	11.3
5812	Eating places -----	58.1	0.9	5.8	6.4	10.0
5813	Drinking places (alcoholic beverages) -----	52.2	0.9	0.7	0.9	1.3
591	Drug and proprietary stores -----	84.5	2.6	7.2	5.4	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	6.1	9.5
592	Liquor stores -----	(D)	0.9	1.4	(D)	2.3
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	1.7	4.5
5992	Florists -----	(D)	(D)	(D)	0.2	0.3

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>San Mateo</b>						
	Retail stores <sup>1</sup> -----	11.6	0.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	16.4	(D)	(D)	(D)	3.7
525 52 ex. 525	Hardware stores -----	(D)	(D)	(D)	3.0	0.7
	Other -----	(D)	(D)	(D)	(D)	3.1
53	General merchandise group stores -----	5.9	0.3	10.7	21.2	13.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	19.5	11.9
533	Variety stores -----	38.1	(D)	(D)	(D)	0.6
539	Miscellaneous general merchandise stores -----	23.4	(D)	(D)	(D)	1.1
54	Food stores <sup>3</sup> -----	6.4	0.2	10.1	18.3	21.9
541	Grocery stores -----	(D)	(D)	(D)	17.0	19.7
55 ex. 554	Automotive dealers -----	1.9	0.1	2.4	14.2	18.6
554	Gasoline service stations -----	3.0	0.1	1.7	6.7	6.2
56	Apparel and accessory stores -----	24.1	1.1	14.2	6.9	5.3
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	(D)	(D)	(D)	1.4
	Woman's clothing and specialty stores and furriers -----	21.6	1.2	6.3	3.4	2.1
562	Women's ready-to-wear stores -----	(D)	1.4	6.3	(D)	1.9
565	Family clothing stores -----	63.5	3.1	5.2	0.9	0.7
566	Shoe stores -----	(D)	(D)	(D)	1.0	0.9
564, 9	Other apparel and accessory stores -----	31.2	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	20.1	0.6	7.4	4.3	5.6
5712 5713, 4, 9 572, 3	Furniture stores -----	(D)	(D)	(D)	1.1	2.1
	Home furnishings stores -----	30.5	0.9	2.6	1.0	1.2
	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	2.2	2.2
58	Eating and drinking places -----	19.6	0.6	16.5	9.8	11.3
5812 5813	Eating places -----	(D)	0.6	14.9	(D)	10.0
	Drinking places (alcoholic beverages) -----	(D)	0.5	1.6	(D)	1.3
591	Drug and proprietary stores -----	(D)	0.5	5.4	(D)	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	10.3	9.5
592	Liquor stores -----	17.9	0.5	2.7	1.7	2.3
594	Miscellaneous shopping goods stores -----	35.3	1.5	16.4	5.4	4.5
5992	Florists -----	13.2	1.0	0.7	0.6	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

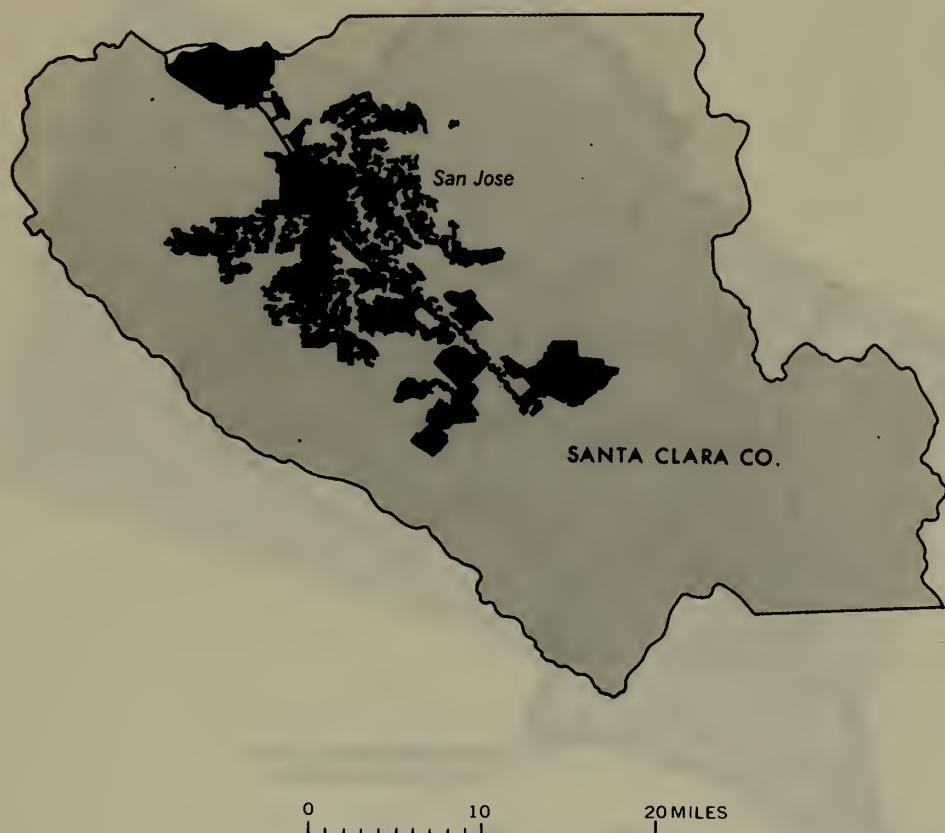
<sup>2</sup>Includes sales from catalog order desks.

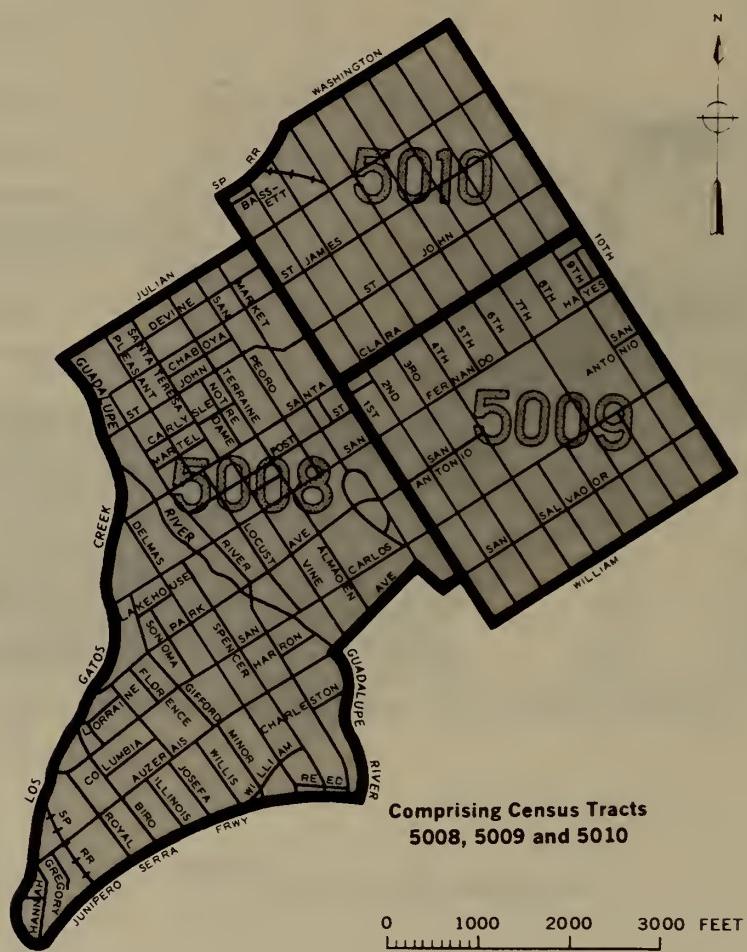
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# SAN JOSE

**Standard Metropolitan Statistical Area**



**SAN JOSE****San Jose  
Central Business District**

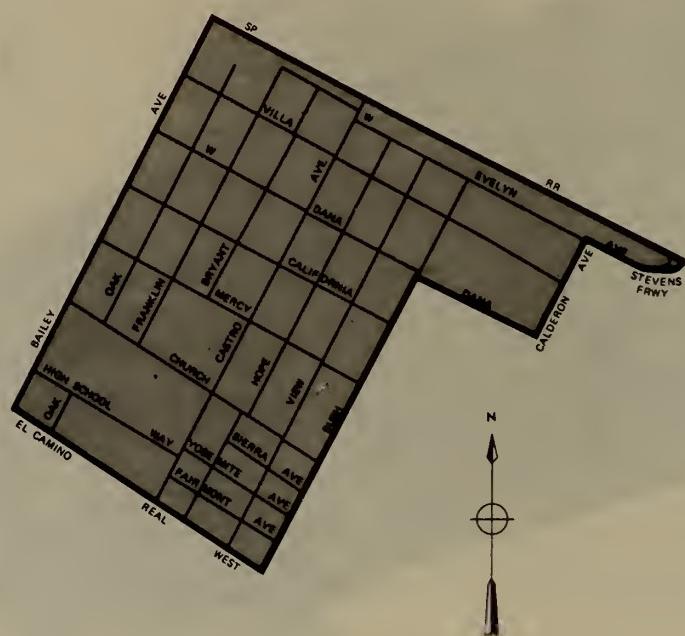
# SAN JOSE

## Sunnyvale Central Business District



Comprising Census Tract 5086

0 1000 2000 3000 FEET

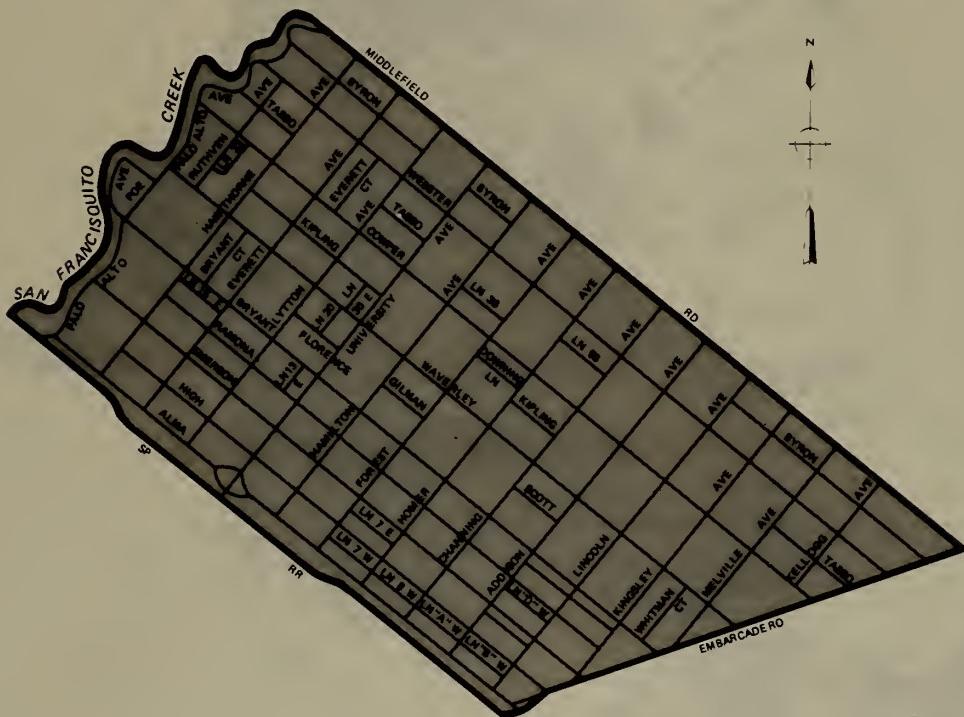
**SAN JOSE****Mountain View  
Central Business District**

Comprising Census Tract 5096

0 1000 2000 3000 FEET

# SAN JOSE

## Palo Alto Central Business District



Comprising Census Tract 5113

0      1000      2000      3000 FEET

## SAN JOSE

**Major Retail Centers  
(Map 1)**

- Central Business Districts
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City (part)
- - - Corporate limits of other CBD cities

# SAN JOSE



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City (part)

0 1 2 3 4 5 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities				Central business districts		
			San Jose	Sunnyvale	Mountain View	Palo Alto	San Jose	Sunnyvale	Mountain View
	<b>Retail stores:<sup>1,2</sup></b>								
	Number -----	9 017	3 620	589	613	687	278	71	85
	Sales (\$1,000) -----	4 862 252	1 960 531	400 651	(D)	334 777	128 258	16 498	17 053
	Payroll entire year (\$1,000) -----	614 192	246 770	48 414	46 953	48 701	18 089	2 863	2 502
	Paid employees for week including March 12 -----	81 242	32 748	5 503	6 193	6 712	2 137	469	399
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	3 006	1 253	216	201	221	120	28	43
	Sales (\$1,000) -----	1 575 047	643 611	111 508	(D)	97 500	34 557	6 675	7 184
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	2 755	1 055	142	209	268	71	18	24
	Sales (\$1,000) -----	1 426 499	548 884	(D)	(D)	(D)	23 112	5 708	3 635
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	3 256	1 312	231	203	198	87	25	18
	Sales (\$1,000) -----	1 860 706	767 836	(D)	89 707	(D)	70 589	4 115	6 234
	<b>Number of Establishments</b>								
	<b>Retail atores<sup>1,2</sup></b> -----	9 017	3 620	589	613	687	278	71	85
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	404	150	35	17	20	4	2	1
525	Hardware stores -----	93	39	9	1	5	2	-	-
52 ex. 525	Other -----	311	111	26	16	15	2	2	1
53	<b>General merchandise group stores</b> -----	162	59	13	18	10	4	2	4
531	Department stores <sup>4</sup> -----	44	17	2	6	3	-	-	-
533	Variety stores -----	58	23	5	5	4	3	1	2
539	Miscellaneous general merchandise stores -----	60	19	6	7	3	1	1	2
54	<b>Food stores<sup>5</sup></b> -----	983	416	60	87	62	25	6	11
541	Grocery stores -----	559	222	34	41	28	14	1	6
55 ex. 554	<b>Automotive dealers</b> -----	851	276	48	37	36	27	4	5
554	<b>Gasoline service stations</b> -----	699	291	58	50	30	15	2	4
56	<b>Apparel and accessory stores</b> -----	759	303	31	56	74	19	4	7
561	Men's and boys' clothing and furnishings stores -----	130	47	4	15	14	7	1	4
562, 3, 8	Women's clothing and specialty stores and furniers -----	316	104	14	27	31	3	-	1
562	Women's ready-to-wear stores -----	283	87	12	25	30	2	-	1
565	Family clothing stores -----	76	41	3	2	6	1	2	1
566	Shoe stores -----	154	70	6	9	16	6	-	1
564, 9	Other apparel and accessory stores -----	83	41	4	3	7	2	1	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	787	297	43	61	67	17	5	6
5712	Furniture stores -----	191	73	6	22	11	4	1	3
5713, 4, 9	Home furnishings stores -----	261	91	16	11	24	3	2	2
572, 3	Household appliance, radio, television, and music stores -----	335	133	21	28	32	10	2	1
58	<b>Eating and drinking places</b> -----	1 813	744	142	123	148	90	21	30
5812	Eating places -----	1 485	604	111	97	136	78	12	24
5813	Drinking places (alcoholic beverages) -----	328	140	31	26	12	12	9	6
591	<b>Drug and proprietary stores</b> -----	210	93	14	11	11	5	1	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	2 549	991	145	173	229	72	24	15
592	Liquor stores -----	307	126	21	25	10	7	2	-
594	Miscellaneous shopping goods stores -----	1 047	396	55	74	117	31	7	7
5992	Florists -----	143	53	4	11	13	6	1	3

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

SIC code	Kind of business	Central business districts—Con.	Major retail centers							
			Palo Alto	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7
	<b>Retail stores:<sup>1, 2</sup></b>									
	Number -----	215	48	394	75	345	68	202	176	
	Sales (\$1,000) -----	65 421	66 187	287 891	100 464	421 469	55 292	82 608	97 849	
	Payroll entire year (\$1,000) -----	10 247	8 286	38 664	14 905	50 331	8 877	11 821	13 851	
	Paid employees for week including March 12 -----	1 350	1 286	4 839	2 073	5 031	895	1 397	2 025	
54, 58, 591	<b>Convenience goods stores:</b>									
	Number -----	58	13	105	14	82	19	35	39	
	Sales (\$1,000) -----	17 747	11 436	82 775	5 488	41 160	17 409	11 738	28 849	
53, 58, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number -----	91	26	157	52	189	23	75	107	
	Sales (\$1,000) -----	19 165	37 642	115 467	93 481	134 662	27 750	44 539	81 403	
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>									
	Number -----	66	9	132	9	94	26	92	30	
	Sales (\$1,000) -----	28 509	17 089	89 449	1 515	245 647	10 133	26 331	7 597	
	<b>Number of Establishments</b>									
	<b>Retail stores<sup>1, 2</sup></b> -----	215	48	394	75	345	68	202	176	
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	7	2	22	-	5	5	18	1	
525	<b>Hardware stores</b> -----	2	-	4	-	1	1	-	-	
52 ex. 525	<b>Other</b> -----	5	2	18	-	4	4	16	1	
53	<b>General merchandise group stores</b> -----	1	3	11	5	5	3	3	9	
531	<b>Department stores<sup>4</sup></b> -----	-	3	4	3	2	2	1	3	
533	<b>Variety stores</b> -----	1	-	4	1	1	1	2	2	
539	<b>Miscellaneous general merchandise stores</b> -----	-	-	3	1	2	-	-	4	
54	<b>Food stores<sup>5</sup></b> -----	14	7	30	8	23	8	10	12	
541	<b>Grocery stores</b> -----	6	4	17	2	6	3	2	4	
55 ex. 554	<b>Automotive dealers</b> -----	12	2	30	-	48	3	42	5	
554	<b>Gasoline service stations</b> -----	4	3	28	1	17	7	7	5	
56	<b>Apparel and accessory stores</b> -----	25	7	45	28	85	11	9	47	
561	<b>Men's and boys' clothing and furnishings stores</b> -----	5	2	9	5	14	1	1	6	
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> -----	10	3	22	14	27	4	3	26	
562	<b>Women's ready-to-wear stores</b> -----	10	3	20	13	24	4	3	23	
565	<b>Family clothing stores</b> -----	4	-	4	-	1	1	2	3	
566	<b>Shoe stores</b> -----	4	2	7	7	14	4	-	8	
564, 9	<b>Other apparel and accessory stores</b> -----	2	-	3	2	9	1	3	4	
57	<b>Furniture, home furnishings, and equipment stores</b> -----	23	7	58	1	52	4	39	11	
5712	<b>Furniture stores</b> -----	4	1	20	1	13	1	10	1	
5713, 4, 9	<b>Home furnishings stores</b> -----	7	2	10	-	10	1	14	5	
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	12	4	26	-	29	2	15	5	
58	<b>Eating and drinking places</b> -----	40	5	89	8	52	7	23	22	
5812	<b>Eating places</b> -----	36	5	57	8	46	7	15	19	
5813	<b>Drinking places (alcoholic beverages)</b> -----	4	-	12	-	6	-	8	3	
591	<b>Drug and proprietary stores</b> -----	4	1	8	-	7	4	2	5	
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	85	11	99	28	71	18	51	59	
592	<b>Liquor stores</b> -----	2	-	15	-	7	5	3	3	
594	<b>Miscellaneous shopping goods stores</b> -----	42	9	45	18	47	5	24	40	
5992	<b>Florists</b> -----	5	-	8	2	5	3	3	2	

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.							
		No. 8	No. 9	No. 10	No. 11	No. 12	No. 13	No. 14	No. 15
	<b>Retail stores:<sup>1, 2</sup></b>								
	Number -----	36	45	188	72	113	83	259	222
	Sales (\$1,000) -----	35 643	30 950	171 649	57 884	92 043	72 928	141 645	293 441
	Payroll entire year (\$1,000) -----	4 830	4 453	23 590	7 345	11 937	11 346	19 182	33 937
	Paid employees for week including March 12 -----	815	695	3 571	1 119	1 867	1 786	2 608	3 424
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	13	4	47	16	41	13	89	86
	Sales (\$1,000) -----	10 072	(D)	34 486	19 418	23 839	5 736	49 545	51 061
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	17	39	126	43	47	61	84	51
	Sales (\$1,000) -----	23 483	29 959	128 327	34 833	47 692	65 587	47 248	48 364
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	6	2	15	13	25	9	86	85
	Sales (\$1,000) -----	2 088	(D)	8 836	3 633	20 512	1 605	44 852	194 016
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1, 2</sup></b> -----	36	45	188	72	113	83	259	222
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	-	-	-	4	-	16	14
525	<b>Hardware stores</b> -----	-	-	-	-	-	-	3	1
52 ex. 525	<b>Other</b> -----	-	-	-	-	4	-	13	13
53	<b>General merchandise group stores</b> -----	3	4	5	3	4	2	5	5
531	<b>Department stores<sup>4</sup></b> -----	2	1	4	1	3	2	2	3
533	Variety stores -----	1	1	1	-	-	-	2	1
539	Miscellaneous general merchandise stores -----	1	2	-	2	1	-	1	1
54	<b>Food stores<sup>5</sup></b> -----	4	2	15	6	17	6	22	25
541	<b>Grocery stores</b> -----	3	-	6	3	12	1	13	17
55 ex. 554	<b>Automotive dealers</b> -----	1	-	2	5	3	-	25	37
554	<b>Gasoline service stations</b> -----	3	-	5	6	12	3	18	19
56	<b>Apparel and accessory stores</b> -----	4	19	70	16	12	36	18	12
561	<b>Men's and boys' clothing and furnishings stores</b> -----	1	3	13	-	1	10	4	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	11	28	8	6	13	7	3
562	Women's ready-to-wear stores -----	1	10	24	6	6	12	7	3
565	Family clothing stores -----	-	-	5	2	2	2	3	1
566	Shoe stores -----	-	4	18	3	2	10	4	3
564, 9	Other apparel and accessory stores -----	2	1	6	3	1	1	-	4
57	<b>Furniture, home furnishings, and equipment stores</b> -----	2	2	18	10	16	8	36	23
5712	<b>Furniture stores</b> -----	-	-	3	2	3	3	14	6
5713, 4, 9	<b>Home furnishings stores</b> -----	1	-	6	3	5	1	7	4
572, 3	<b>Household appliance, radio, television, and music stores</b> -----	1	2	9	5	8	4	15	13
58	<b>Eating and drinking places</b> -----	8	2	30	9	20	7	62	57
5812	<b>Eating places</b> -----	6	2	28	8	18	7	53	43
5813	Drinking places (alcoholic beverages) -----	2	-	2	1	2	-	9	14
591	<b>Drug and proprietary stores</b> -----	1	-	2	1	4	-	5	4
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	10	16	41	16	21	21	52	26
592	Liquor stores -----	-	-	2	-	3	1	10	7
594	Miscellaneous shopping goods stores -----	8	14	33	14	15	15	25	11
5992	Florists -----	1	-	1	-	-	1	2	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Jose CBD</b>					
	<b>Retail stores<sup>2</sup></b>	278	128 258	18 089	4 291	2 137
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	4	(D)	(D)	(D)	(D)
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	-	-	-	-	-
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	25	19 553	2 138	512	207
541	Grocery stores	14	17 704	1 794	433	139
55 ex. 554	<b>Automotive dealers</b>	27	52 613	5 649	1 353	376
554	<b>Gasoline service stations</b>	15	5 932	515	142	90
56	<b>Apparel and accessory stores</b>	19	5 137	760	187	108
561	Men's and boys' clothing and furnishings stores	7	3 344	501	122	63
562, 3, 8	Women's clothing and specialty stores and fitters	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	2	(D)	(D)	(D)	(D)
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	6	810	130	33	14
564, 9	Other apparel and accessory stores	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	17	8 995	2 052	496	168
5712	Furniture stores	4	4 166	702	181	67
5713, 4, 9	Home furnishings stores	3	460	68	15	7
572, 3	Household appliance, radio, television, and music stores	10	4 369	1 282	300	94
58	<b>Eating and drinking places</b>	90	13 473	3 575	819	730
5812	Eating places	78	12 424	3 328	748	684
5813	Drinking places (alcoholic beverages)	12	1 049	247	71	46
591	<b>Drug and proprietary stores</b>	5	1 531	257	65	40
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	72	(D)	(D)	(D)	(D)
592	Liquor stores	7	5 324	422	89	54
594	Miscellaneous shopping goods stores	31	(D)	(D)	(D)	(D)
5992	Florists	6	963	266	64	49

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Palo Alto CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>215</b>	<b>65 421</b>	<b>10 247</b>	<b>2 498</b>	<b>1 350</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	7	1 299	140	32	13
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>14</b>	<b>4 920</b>	<b>609</b>	<b>119</b>	<b>72</b>
541	Grocery stores-----	6	3 469	383	58	39
55 ex. 554	<b>Automotive dealers-----</b>	<b>12</b>	<b>20 121</b>	<b>2 125</b>	<b>536</b>	<b>119</b>
554	<b>Gasoline service stations-----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores-----</b>	<b>25</b>	<b>4 868</b>	<b>769</b>	<b>212</b>	<b>73</b>
561	Men's and boys' clothing and furnishings stores -----	5	2 022	385	110	26
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	994	128	35	16
562	Women's ready-to-wear stores -----	10	994	128	35	16
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	1 325	227	60	27
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>23</b>	<b>5 021</b>	<b>739</b>	<b>190</b>	<b>99</b>
5712	Furniture stores -----	4	1 177	97	25	14
5713, 4, 9	Home furnishings stores -----	7	1 351	206	50	30
572, 3	Household appliance, radio, television, and music stores -----	12	2 493	436	115	55
58	<b>Eating and drinking places-----</b>	<b>40</b>	<b>9 680</b>	<b>2 958</b>	<b>700</b>	<b>617</b>
5812	Eating places -----	36	9 114	2 794	659	584
5813	Drinking places (alcoholic beverages) -----	4	566	164	41	33
591	<b>Drug and proprietary stores-----</b>	<b>4</b>	<b>3 147</b>	<b>451</b>	<b>112</b>	<b>43</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>85</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	42	(D)	(D)	(D)	(D)
5992	Florists -----	5	523	103	22	17

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	394	267 691	36 664	9 026	4 839
52	Building materials, hardware, garden supply, and mobile home dealers -----	22	16 604	2 481	574	282
525	Hardware stores -----	4	919	131	35	27
52 ex. 525	Other -----	18	17 665	2 350	539	235
53	General merchandise group stores -----	11	67 966	9 538	2 214	1 254
531	Department stores <sup>3</sup> -----	4	55 744	6 402	1 970	1 058
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	30	44 124	5 153	1 182	488
541	Grocery stores -----	17	40 921	4 602	1 099	371
55 ex. 554	Automotive dealers -----	30	46 319	4 672	1 110	293
554	Gasoline service stations -----	26	12 660	1 133	256	216
56	Apparel and accessory stores -----	45	10 466	1 243	306	225
561	Men's and boys' clothing and furnishings stores -----	9	3 534	467	125	66
562, 3, 8	Women's clothing and specialty stores and fumers -----	22	3 829	441	102	94
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 885	191	39	39
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	58	27 124	3 330	611	321
5712	Furniture stores -----	20	9 357	1 363	329	122
5713, 4, 9	Home furnishings stores -----	10	1 650	168	55	29
572, 3	Household appliance, radio, television, and music stores -----	26	15 917	1 779	427	170
58	Eating and drinking places -----	69	22 165	7 034	1 571	1 286
5812	Eating places -----	57	19 634	6 549	1 441	1 163
5813	Drinking places (alcoholic beverages) -----	12	2 331	465	130	105
591	Drug and proprietary stores -----	6	16 486	1 734	435	176
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	99	19 773	2 348	569	336
592	Liquor stores -----	15	4 057	320	69	57
594	Miscellaneous shopping goods stores -----	45	9 907	1 227	302	194
5992	Florists -----	6	460	90	23	14

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	Retail stores <sup>2</sup> -----	345	421 469	50 331	11 738	5 031
52	Building materials, hardware, garden supply, and mobile homes dealers-----	5	4 489	500	120	86
525	Hardware stores-----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	4	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	23	16 748	1 812	443	203
541	Grocery stores-----	6	13 598	1 301	355	132
55 ex. 554	Automotive dealers-----	48	226 711	25 339	5 801	1 384
554	Gasoline service stations-----	17	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	65	26 446	4 151	1 084	591
561	Men's and boys' clothing and furnishings stores-----	14	9 857	1 619	439	174
562, 3, 8	Women's clothing and specialty stores and furriers-----	27	10 694	1 709	443	286
562	Women's ready-to-wear stores-----	24	10 204	1 634	423	268
565	Family clothing stores-----	1	(D)	(D)	(D)	(D)
566	Shoe stores-----	14	3 577	563	134	84
564, 9	Other apparel and accessory stores-----	9	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	52	30 256	3 913	901	348
5712	Furniture stores-----	13	13 531	1 976	458	149
5713, 4, 9	Home furnishings stores-----	10	2 901	500	122	54
572, 3	Household appliance, radio, television, and music stores-----	29	13 824	1 437	321	145
58	Eating and drinking places-----	52	18 042	4 738	1 149	1 002
5812	Eating places-----	46	17 565	4 669	1 121	989
5813	Drinking places (alcoholic beverages)-----	6	477	69	28	13
591	Drug and proprietary stores-----	7	6 372	742	139	82
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	71	(D)	(D)	(D)	(D)
592	Liquor stores-----	7	1 509	51	21	21
594	Miscellaneous shopping goods stores-----	47	(D)	(D)	(D)	(D)
5992	Florists-----	5	342	56	11	15

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 6</b>					
	<b>Retail stores<sup>2</sup></b>	202	82 608	11 821	2 882	1 397
52	Building materials, hardware, garden supply, and mobile home dealers	18	7 059	811	195	82
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	16	7 059	811	195	82
53	General merchandise group stores	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	Food stores <sup>4</sup>	10	7 641	951	235	108
541	Grocery stores	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	42	12 882	1 180	274	121
554	Gasoline service stations	7	3 028	166	49	34
56	Apparel and accessory stores	9	2 513	283	60	39
561	Men's and boys' clothing and furnishings stores	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	3	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores	3	(D)	(D)	(D)	(D)
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	-	-	-	-	-
564, 9	Other apparel and accessory stores	3	514	76	17	11
57	Furniture, home furnishings, and equipment stores	39	18 627	2 385	837	228
5712	Furniture stores	10	1 954	224	99	51
5713, 4, 9	Home furnishings stores	14	3 771	577	123	57
572, 3	Household appliance, radio, television, and music stores	15	10 902	1 584	415	120
58	Eating and drinking places	23	(D)	(D)	(D)	(D)
5812	Eating places	15	2 395	564	143	147
5813	Drinking places (alcoholic beverages)	8	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	51	6 189	775	198	138
592	Liquor stores	3	724	69	18	9
594	Miscellaneous shopping goods stores	24	(D)	(D)	(D)	(D)
5992	Florists	3	138	18	3	4

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 7</b>						
	<b>Retail stores<sup>2</sup></b>	178	97 849	13 851	2 991	2 025
52	Building materials, hardware, garden supply, and mobile home dealers	1	(D)	(D)	(D)	(D)
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	9	36 637	5 354	958	700
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	4	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	12	14 435	1 874	376	140
541	Grocery stores	4	13 221	1 560	348	117
55 ex. 554	<b>Automotive dealers</b>	5	1 985	348	85	32
554	<b>Gasoline service stations</b>	5	3 020	134	38	35
56	<b>Apparel and accessory stores</b>	47	13 887	2 245	560	358
561	Men's and boys' clothing and furnishings stores	6	3 445	556	137	62
562, 3, 8	Women's clothing and specialty stores and furriers	26	7 423	1 210	304	233
562	Women's ready-to-wear stores	23	7 245	1 185	297	222
565	Family clothing stores	3	(D)	(D)	(D)	(D)
566	Shoe stores	8	2 548	414	106	50
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	11	2 517	342	81	61
5712	Furniture stores	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	1 413	205	49	23
58	<b>Eating and drinking places</b>	22	(D)	(D)	(D)	(D)
5812	Eating places	19	4 889	1 079	239	306
5813	Drinking places (alcoholic beverages)	3	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	59	(D)	(D)	(D)	(D)
592	Liquor stores	3	885	42	9	13
594	Miscellaneous shopping goods stores	40	8 362	1 304	308	201
5992	Florists	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 10</b>					
	<b>Retail stores<sup>2</sup></b>	188	171 649	23 590	5 368	3 571
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	-	-	-	-	-
525	Hardware stores	-	-	-	-	-
52 ex. 525	Other	-	-	-	-	-
53	<b>General merchandise group stores</b>	5	76 019	10 616	2 433	1 586
531	Department stores <sup>3</sup>	4	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-
54	<b>Food stores<sup>4</sup></b>	15	17 717	1 943	451	216
541	Grocery stores	6	16 183	1 639	383	158
55 ex. 554	<b>Automotive dealers</b>	2	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	5	4 095	231	54	52
56	<b>Apparel and accessory stores</b>	70	29 685	3 838	866	627
561	Men's and boys' clothing and furnishings stores	13	5 188	673	155	99
562, 3, 8	Women's clothing and specialty stores and fumers	28	13 834	1 688	409	307
562	Women's ready-to-wear stores	24	11 888	1 492	359	279
565	Family clothing stores	5	1 992	229	46	33
566	Shoe stores	18	7 023	920	186	123
564, 9	Other apparel and accessory stores	6	1 648	328	70	65
57	<b>Furniture, home furnishings, and equipment stores</b>	18	8 825	1 116	242	111
5712	Furniture stores	3	3 356	570	108	33
5713, 4, 9	Home furnishings stores	6	894	142	32	25
572, 3	Household appliance, radio, television, and music stores	9	4 575	404	102	53
58	<b>Eating and drinking places</b>	30	(D)	(D)	(D)	(D)
5812	Eating places	28	11 664	2 470	564	577
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	41	(D)	(D)	(D)	(D)
592	Liquor stores	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	33	13 798	2 014	432	240
5992	Florists	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Salas <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 12</b>					
	<b>Retail stores<sup>2</sup></b>	113	92 043	11 937	2 835	1 867
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	4	2 335	415	93	85
525	Hardware stores	—	—	—	—	—
52 ax. 525	Other	4	2 335	415	93	65
53	<b>General merchandise group stores</b>	4	36 358	4 455	1 007	566
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	—	—	—	—	—
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	17	12 788	1 381	403	248
541	Grocery stores	12	10 740	995	314	149
55 ex. 554	<b>Automotive dealers</b>	3	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b>	12	4 234	322	74	64
56	<b>Apparel and accessory stores</b>	12	4 980	799	191	123
561	Men's and boys' clothing and furnishings stores	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	6	1 114	180	57	40
562	Women's ready-to-wear stores	6	1 114	180	57	40
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	16	3 815	483	113	48
5712	Furniture stores	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	8	2 062	261	58	30
58	<b>Eating and drinking places</b>	20	7 695	2 005	482	555
5812	Eating places	18	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b>	4	3 376	478	118	51
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	21	(D)	(D)	(D)	(D)
592	Liquor stores	3	810	72	18	11
594	Miscellaneous shopping goods stores	15	2 539	277	64	50
5992	Florists	—	—	—	—	—

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week Including March 12 (number)
	<b>MRC No. 14</b>					
	Retail stores <sup>2</sup> .....	259	141 845	19 182	4 424	2 608
52	Building materials, hardware, garden supply, and mobile home dealers .....	18	17 047	1 793	356	139
525	Hardware stores .....	3	(D)	(D)	(D)	(D)
52 ex. 525	Other .....	13	(D)	(D)	(D)	(D)
53	General merchandise group stores .....	5	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> .....	2	(D)	(D)	(D)	(D)
533	Variety stores .....	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores .....	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> .....	22	29 092	3 296	774	270
541	Grocery stores .....	13	27 750	2 978	706	227
55 ex. 554	Automotive dealers .....	25	15 422	1 929	406	185
554	Gasoline service stations .....	18	(D)	(D)	(D)	(D)
56	Apparel and accessory stores .....	18	8 507	934	224	144
561	Men's and boys' clothing and furnishings stores .....	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers .....	7	966	113	28	23
562	Women's ready-to-wear stores .....	7	966	113	28	23
565	Family clothing stores .....	3	(D)	(D)	(D)	(D)
566	Shoe stores .....	4	1 096	157	21	11
564, 9	Other apparel and accessory stores .....	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores .....	38	18 696	2 833	644	281
5712	Furniture stores .....	14	8 828	1 407	325	147
5713, 4, 9	Home furnishings stores .....	7	1 185	166	38	19
572, 3	Household appliance, radio, television, and music stores .....	15	6 683	1 060	281	115
58	Eating and drinking places .....	62	15 524	4 079	964	891
5812	Eating places .....	53	14 647	3 881	921	851
5813	Drinking places (alcoholic beverages) .....	9	877	198	43	40
591	Drug and proprietary stores .....	5	4 929	668	160	56
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	52	(D)	(D)	(D)	(D)
592	Liquor stores .....	10	2 550	133	27	19
594	Miscellaneous shopping goods stores .....	25	(D)	(D)	(D)	(D)
5992	Florists .....	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 15</b>						
	<b>Retail stores<sup>2</sup></b>	222	293 441	33 937	7 717	3 424
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	14	19 806	2 156	465	206
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	13	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	5	28 034	3 577	766	486
531	Department stores <sup>3</sup>	3	(D)	(D)	(D)	(D)
533	Variety stores	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	25	28 598	2 759	825	271
541	Grocery stores	17	25 767	2 374	536	208
55 ex. 554	<b>Automotive dealers</b>	37	164 459	17 793	4 002	990
554	<b>Gasoline service stations</b>	19	7 108	545	123	119
56	<b>Apparel and accessory stores</b>	12	2 278	280	61	35
561	Men's and boys' clothing and furnishings stores	1	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	3	628	92	20	11
562	Woman's ready-to-wear stores	3	628	92	20	11
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	3	1 221	147	29	12
564, 9	Other apparel and accessory stores	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	23	11 120	1 382	327	171
5712	Furniture stores	6	3 320	461	106	33
5713, 4, 9	Home furnishings stores	4	1 364	275	57	33
572, 3	Household appliance, radio, television, and music stores	13	6 436	646	164	105
58	<b>Eating and drinking places</b>	57	14 520	3 765	901	890
5812	Eating places	43	13 339	3 521	848	845
5813	Drinking places (alcoholic beverages)	14	1 181	244	53	45
591	<b>Drug and proprietary stores</b>	4	7 943	819	235	97
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	26	9 575	861	212	159
592	Liquor stores	7	1 714	81	18	20
594	Miscellaneous shopping goods stores	11	6 932	675	162	116
5992	Florists	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Jose</b>					
	Retail stores <sup>2</sup> -----	3 620	1 980 531	248 770	58 597	32 748
52	Building materials, hardware, garden supply, and mobile home dealers -----	150	108 451	11 809	2 639	1 189
525	Hardware stores -----	39	29 314	3 184	800	397
52 ex. 525	Other -----	111	77 137	8 625	1 839	792
53	General merchandise group stores -----	59	270 397	35 938	8 095	5 191
531	Department stores <sup>3</sup> -----	17	239 206	32 300	7 254	4 536
533	Variety stores -----	23	14 604	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	19	16 587	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	416	414 316	44 588	10 883	4 345
541	Grocery stores -----	222	389 875	40 809	10 050	3 654
55 ex. 554	Automotive dealers -----	276	427 991	45 161	10 590	2 888
554	Gasoline service stations -----	291	137 489	9 327	2 370	1 712
56	Apparel and accessory stores -----	303	84 508	11 630	2 868	1 839
561	Men's and boys' clothing and furnishings stores -----	47	(D)	3 016	759	370
562, 3, 8	Women's clothing and specialty stores and fitters -----	104	28 611	3 852	916	720
562	Women's ready-to-wear stores -----	87	25 941	3 543	837	665
565	Family clothing stores -----	41	11 539	1 354	450	231
566	Shoe stores -----	70	18 518	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	41	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	297	118 863	16 966	4 024	1 569
5712	Furniture stores -----	73	42 225	6 442	1 482	536
5713, 4, 9	Home furnishings stores -----	91	22 332	3 383	801	332
572, 3	Household appliance, radio, television, and music stores -----	133	54 306	7 141	1 741	701
58	Eating and drinking places -----	744	162 280	42 991	10 241	10 114
5812	Eating places -----	604	147 784	39 865	9 438	9 535
5813	Drinking places (alcoholic beverages) -----	140	14 496	3 126	803	579
591	Drug and proprietary stores -----	93	67 215	8 345	2 196	1 045
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	991	171 021	20 017	4 691	2 856
592	Liquor stores -----	126	41 820	3 240	751	474
594	Miscellaneous shopping goods stores -----	396	75 116	10 331	2 443	1 522
5992	Florists -----	53	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Sunnyvale</b>					
	Retail stores <sup>2</sup> -----	589	400 851	48 414	11 384	5 503
52	Building materials, hardware, garden supply, and mobile home dealers -----	35	40 560	4 726	1 105	398
525	Hardware stores -----	9	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	28	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	12 782	1 583	316	221
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	241	58	49
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	60	68 776	7 110	1 686	689
541	Grocery stores -----	34	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	48	171 142	18 469	4 273	1 053
554	Gasoline service stations -----	58	(D)	1 523	396	292
56	Apparel and accessory stores -----	31	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	(D)	31	7	11
562, 3, 8	Women's clothing and specialty stores and fitters -----	14	3 411	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	871	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	219	45	22
564, 9	Other apparel and accessory stores -----	4	558	121	32	32
57	Furniture, home furnishings, and equipment stores -----	43	11 053	1 412	319	182
5712	Furniture stores -----	6	2 114	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	16	2 721	556	116	52
572, 3	Household appliance, radio, television, and music stores -----	21	8 218	(D)	(D)	(D)
58	Eating and drinking places -----	142	32 588	6 704	2 037	1 889
5812	Eating places -----	111	(D)	7 879	1 816	1 707
5813	Drinking places (alcoholic beverages) -----	31	(D)	825	221	182
591	Drug and proprietary stores -----	14	10 146	1 174	312	153
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	145	23 105	(D)	(D)	(D)
592	Liquor stores -----	21	(D)	544	137	98
594	Miscellaneous shopping goods stores -----	55	11 768	1 493	336	198
5992	Florists -----	4	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Mountain View</b>					
	Retail stores <sup>2</sup> -----	613	(D)	48 953	10 971	6 193
52	Building materials, hardware, garden supply, and mobile home dealers -----	17	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	16	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	18	(D)	14 218	3 282	1 954
531	Department stores <sup>3</sup> -----	8	88 102	12 894	2 997	1 729
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	87	85 308	8 972	1 611	820
541	Grocery stores -----	41	62 407	8 510	1 503	507
55 ex. 554	Automotive dealers -----	37	34 183	(D)	(D)	(D)
554	Gasoline service stations -----	50	22 590	1 668	372	292
56	Apparel and accessory stores -----	58	13 409	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	15	(D)	722	190	100
562, 3, 8	Women's clothing and specialty stores and furriers -----	27	(D)	625	151	113
562	Women's ready-to-wear stores -----	25	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	335	35	9	11
57	Furniture, home furnishings, and equipment stores -----	81	27 008	3 454	815	319
5712	Furniture stores -----	22	9 908	1 412	310	114
5713, 4, 9	Home furnishings stores -----	11	1 461	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	28	15 639	(D)	(D)	(D)
58	Eating and drinking places -----	123	28 591	7 837	1 752	1 511
5812	Eating places -----	97	(D)	6 779	1 500	1 295
5813	Drinking places (alcoholic beverages) -----	26	(D)	1 058	252	216
591	Drug and proprietary stores -----	11	(D)	2 065	512	233
59 ex. 591, 8	Miscellaneous retail stores <sup>5</sup> -----	173	(D)	3 388	837	521
592	Liquor stores -----	25	(D)	473	138	99
594	Miscellaneous shopping goods stores -----	74	14 418	1 794	434	287
5992	Florists -----	11	900	151	36	24

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Palo Alto</b>					
	Retail stores <sup>2</sup> -----	687	334 777	48 701	11 757	6 712
52	Building materials, hardware, garden supply, and mobile home dealers -----	20	(D)	(D)	(D)	(D)
525	Hardware stores -----	5	(D)	75	19	9
52 ex. 525	Other -----	15	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	(D)	8 587	1 977	1 247
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	62	51 320	5 667	1 290	531
541	Grocery stores -----	28	45 754	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	36	64 891	(D)	(D)	(D)
554	Gasoline service stations -----	30	14 918	869	229	153
56	Apparel and accessory stores -----	74	39 989	6 088	1 466	774
561	Men's and boys' clothing and furnishings stores -----	14	(D)	1 063	292	89
562, 3, 8	Women's clothing and specialty stores and furriers -----	31	26 968	4 092	943	560
562	Women's ready-to-wear stores -----	30	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	735	181	92
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	67	14 007	2 196	565	264
5712	Furniture stores -----	11	2 171	296	76	30
5713, 4, 9	Home furnishings stores -----	24	3 800	585	160	84
572, 3	Household appliance, radio, television, and music stores -----	32	8 036	1 315	329	150
58	Eating and drinking places -----	148	39 720	11 340	2 830	2 402
5812	Eating places -----	136	(D)	10 839	2 666	2 270
5813	Drinking places (alcoholic beverages) -----	12	(D)	501	164	132
591	Drug and proprietary stores -----	11	6 460	1 080	260	123
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	229	41 801	(D)	(D)	(D)
592	Liquor stores -----	10	4 909	398	99	43
594	Miscellaneous shopping goods stores -----	117	25 508	3 368	846	492
5992	Florists -----	13	1 119	170	36	30

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Jose, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	9 017	4 882 252	814 192	144 974	81 242
52	Building materials, hardware, garden supply, and mobile home dealers -----	404	269 623	31 000	8 949	2 956
525	Hardware stores -----	93	58 613	7 196	1 836	852
52 ex. 525	Other -----	311	211 010	23 804	5 113	2 104
53	General merchandise group stores-----	162	711 586	92 780	20 783	13 382
531	Department stores <sup>3</sup> -----	44	622 114	82 993	18 510	11 627
533	Variety stores-----	58	34 250	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	60	55 222	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	983	982 569	104 642	25 057	10 107
541	Grocery stores-----	559	921 481	95 285	22 899	8 428
55 ex. 554	Automotive dealers-----	651	1 061 043	110 311	25 544	8 824
554	Gasoline service stations-----	699	322 544	22 022	5 431	4 041
56	Apparel and accessory stores-----	759	224 644	32 123	8 018	4 971
561	Men's and boys' clothing and furnishings stores -----	130	47 645	7 329	1 958	893
562, 3, 8	Women's clothing and specialty stores and furriers -----	316	98 571	14 038	3 400	2 466
562	Women's ready-to-wear stores -----	283	94 734	13 617	3 289	2 379
565	Family clothing stores -----	76	24 964	3 067	900	522
566	Shoe stores -----	154	41 840	6 085	1 378	779
564, 9	Other apparel and accessory stores -----	83	11 624	1 604	382	311
57	Furniture, home furnishings, and equipment stores-----	787	299 288	41 103	9 719	3 939
5712	Furniture stores -----	191	115 330	16 441	3 776	1 445
5713, 4, 9	Home furnishings stores -----	261	55 843	8 220	1 857	823
572, 3	Household appliance, radio, television, and music stores-----	335	128 115	16 442	4 086	1 671
58	Eating and drinking places-----	1 813	421 687	112 530	26 802	25 551
5812	Eating places -----	1 485	383 698	104 189	24 650	23 810
5813	Drinking places (alcoholic beverages) -----	328	37 989	8 341	2 152	1 741
591	Drug and proprietary stores-----	210	170 791	21 039	5 472	2 568
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	2 549	398 477	46 642	11 199	6 903
592	Liquor stores -----	307	94 070	6 802	1 673	1 099
594	Miscellaneous shopping goods stores -----	1 047	190 981	25 447	6 086	3 792
5992	Florists -----	143	11 277	2 275	561	443

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>San Jose</b>					
	Retail stores <sup>2</sup> -----	302	88 831	13 668	3 271	2 432
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	(D)	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	14 889	2 498	606	539
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores -----	30	10 868	959	230	144
55 ex. 554	Automotive dealers -----	18	18 596	2 180	523	207
554	Gasoline service stations-----	13	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	45	7 627	1 083	246	225
561	Men's and boys' clothing and furnishings stores -----	18	3 351	416	86	76
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	1 624	236	58	67
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	1 718	280	65	48
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	23	6 738	1 366	352	180
5712	Furniture stores -----	7	2 297	332	84	48
5713, 4, 9	Home furnishings stores -----	7	483	110	29	19
572, 3	Household appliance, radio, television, and music stores -----	9	3 958	924	239	113
58	Eating and drinking places-----	88	8 903	2 239	519	564
5812	Eating places -----	67	7 425	1 897	441	506
5813	Drinking places (alcoholic beverages)-----	19	1 478	342	78	58
591	Drug and proprietary stores -----	6	2 151	404	104	76
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	72	14 212	2 477	580	422
592	Liquor stores -----	6	4 064	551	115	90
594	Miscellaneous shopping goods stores -----	33	6 310	1 250	301	189
5992	Florists -----	7	1 091	285	64	

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>San Jose</b>			
	Retail stores <sup>3</sup> .....	47.7	78.7	78.4
52	Building materials, hardware, garden supply, and mobile home dealers .....	(D)	102.4	129.0
525	Hardware stores .....	45.6	92.8	65.1
52 ex. 525	Other .....	(D)	106.4	156.6
53	General merchandise group stores .....	(D)	52.2	61.2
531	Department stores <sup>4</sup> .....	(D)	54.7	58.5
533	Variety stores .....	25.4	(D)	-2.7
539	Miscellaneous general merchandise stores .....	(D)	(D)	(NC)
54	Food stores <sup>5</sup> .....	79.9	64.5	60.1
541	Grocery stores .....	(NA)	62.6	60.2
55 ex. 554	Automotive dealers .....	182.9	111.0	97.0
554	Gasoline service stations .....	(D)	71.8	74.5
56	Apparel and accessory stores .....	-32.6	12.7	36.3
561	Men's and boys' clothing and furnishings stores .....	-0.2	12.4	55.9
562, 3, 8	Women's clothing and specialty stores and furriers .....	(D)	10.8	52.7
562	Women's ready-to-wear stores .....	-58.2	10.1	55.5
565	Family clothing stores .....	-77.9	(D)	-37.7
566	Shoe stores .....	-52.9	54.9	66.6
564, 9	Other apparel and accessory stores .....	23.6	(D)	159.5
57	Furniture, home furnishings, and equipment stores .....	33.5	150.8	97.0
5712	Furniture stores .....	81.4	145.3	71.0
5713, 4, 9	Home furnishings stores .....	-4.8	205.5	127.3
572, 3	Household appliance, radio, television, and music stores .....	10.4	137.4	114.0
58	Eating and drinking places .....	51.3	103.8	102.3
5812	Eating places .....	67.3	119.5	115.4
5813	Drinking places (alcoholic beverages) .....	-29.0	17.9	25.3
591	Drug and proprietary stores .....	-28.8	58.9	78.5
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	(D)	95.0	91.1
592	Liquor stores .....	31.0	40.0	37.9
594	Miscellaneous shopping goods stores .....	(D)	112.7	106.9
5992	Florists .....	-11.7	35.1	42.2

See footnotes at end of table.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Palo Alto</b>			
	Retail stores <sup>3</sup> -----	(NA)	66.9	78.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	(D)	129.0
525	Hardware stores -----	(NA)	-3.2	65.1
52 ax. 525	Other -----	(NA)	(D)	156.6
53	General merchandise stores -----	(NA)	80.4	61.2
531	Department stores <sup>4</sup> -----	(NA)	92.1	58.5
533	Variety stores -----	(NA)	27.6	-2.7
539	Miscellaneous general merchandise stores -----	(NA)	-85.0	(NC)
54	Food stores <sup>5</sup> -----	(NA)	40.9	60.1
541	Grocery stores -----	(NA)	(D)	60.2
55 ex. 554	Automotive dealers -----	(NA)	90.3	97.0
554	Gasoline service stations -----	(NA)	(D)	74.5
56	Apparel and accessory stores -----	(NA)	42.5	36.3
561	Men's and boys' clothing and furnishings stores -----	(NA)	74.4	55.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	43.5	52.7
562	Women's ready-to-wear stores -----	(NA)	45.1	55.5
565	Family clothing stores -----	(NA)	-24.3	-37.7
566	Shoe stores -----	(NA)	(D)	66.6
564, 9	Other apparel and accessory stores -----	(NA)	(D)	159.5
57	Furniture, home furnishings, and equipment stores -----	(NA)	53.0	97.0
5712	Furniture stores -----	(NA)	24.4	71.0
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	127.3
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	114.0
58	Eating and drinking places -----	(NA)	103.6	102.3
5812	Eating places -----	(NA)	112.6	115.4
5813	Drinking places (alcoholic beverages) -----	(NA)	14.7	25.3
591	Drug and proprietary stores -----	(NA)	17.3	78.5
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	105.5	91.1
592	Liquor stores -----	(NA)	(D)	37.9
594	Miscellaneous shopping goods stores -----	(NA)	129.2	106.9
5992	Florists -----	(NA)	84.3	42.2

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>San Jose</b>					
	Retail stores <sup>1</sup> -----	6.5	2.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.4	5.5
525	Hardware stores -----	(D)	(D)	(D)	1.5	1.2
52 ex. 525	Other -----	(D)	(D)	(D)	3.9	4.3
53	General merchandise group stores -----	(D)	(D)	(D)	13.8	14.6
531	Department stores <sup>2</sup> -----	—	—	—	12.2	12.8
533	Variety stores -----	(D)	(D)	(D)	0.7	0.7
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.8	1.1
54	Food stores <sup>3</sup> -----	4.7	2.0	15.2	21.1	20.2
541	Grocery stores -----	4.5	1.9	13.8	19.9	19.0
55 ex. 554	Automotive dealers -----	12.3	5.0	41.0	21.8	21.8
554	Gasoline service stations -----	4.3	1.8	4.6	7.0	6.6
56	Apparel and accessory stores -----	6.1	2.3	4.0	4.3	4.6
561	Men's and boys' clothing and furnishings stores -----	(D)	7.0	2.6	(D)	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	1.5	2.0
562	Women's ready-to-wear stores -----	(D)	(D)	(D)	1.3	1.9
565	Family clothing stores -----	(D)	(D)	(D)	0.6	0.5
566	Shoe stores -----	4.4	1.9	0.6	0.9	0.9
564, 9	Other apparel and accessory stores -----	2.1	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores -----	7.6	3.0	7.0	6.1	6.2
5712	Furniture stores -----	9.9	3.6	3.2	2.2	2.4
5713, 4, 9	Home furnishings stores -----	2.1	0.8	0.4	1.1	1.1
572, 3	Household appliance, radio, television, and music stores -----	8.0	3.4	3.4	2.8	2.6
58	Eating and drinking places-----	8.3	3.2	10.5	8.3	8.7
5812	Eating places -----	8.4	3.2	9.7	7.5	7.9
5813	Drinking places (alcoholic beverages) -----	7.2	2.8	0.8	0.7	0.8
591	Drug and proprietary stores -----	2.3	0.9	1.2	3.4	3.5
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	8.7	8.2
592	Liquor stores -----	12.7	5.7	4.2	2.1	1.9
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	3.8	3.9
5992	Florists -----	(D)	8.5	0.8	(D)	0.2

See footnotes at end of table.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977—Con.**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Palo Alto</b>					
	Retail stores <sup>1</sup> -----	19.5	1.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	0.5	2.0	(D)	5.5
525	Hardware stores -----	73.4	(D)	(D)	(D)	1.2
52 ex. 525	Other -----	32.2	(D)	(D)	(D)	4.3
53	General merchandise group stores -----	(D)	(D)	(D)	(D)	14.6
531	Department stores <sup>2</sup> -----	(D)	—	—	(D)	12.8
533	Variety stores-----	(D)	(D)	(D)	(D)	0.7
539	Miscellaneous general merchandise stores-----	(D)	—	—	(D)	1.1
54	Food stores <sup>3</sup> -----	9.6	0.5	7.5	15.3	20.2
541	Grocery stores-----	7.6	0.4	5.3	13.7	19.0
55 ax. 554	Automotive dealers -----	31.0	1.9	30.8	19.4	21.8
554	Gasoline service stations-----	(D)	(D)	(D)	4.5	6.6
56	Apparel and accessory stores-----	12.2	2.2	7.4	11.9	4.6
561	Men's and boys' clothing and furnishings stores -----	(D)	4.2	3.1	(D)	1.0
562, 3, 8	Women's clothing and specialty stores and furriers -----	3.7	1.0	1.5	8.1	2.0
562	Women's ready-to-wear stores -----	(D)	1.0	1.5	(D)	1.9
565	Family clothing stores -----	10.0	(D)	(D)	(D)	0.5
566	Shoe stores -----	(D)	3.2	2.0	(D)	0.9
564, 9	Other apparel and accessory stores -----	65.6	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	35.8	1.7	7.7	4.2	6.2
5712	Furniture stores -----	54.2	1.0	1.8	0.6	2.4
5713, 4, 9	Home furnishings stores -----	35.6	2.4	2.1	1.1	1.1
572, 3	Household appliance, radio, television, and music stores-----	31.0	1.9	3.8	2.4	2.6
58	Eating and drinking places-----	24.4	2.3	14.8	11.9	8.7
5812	Eating places -----	(D)	2.4	13.9	(D)	7.9
5813	Drinking places (alcoholic beverages) -----	(D)	1.5	0.9	(D)	0.8
591	Drug and proprietary stores -----	48.7	1.8	4.8	1.9	3.5
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	12.5	8.2
592	Liquor stores -----	(D)	(D)	(D)	1.5	1.9
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	7.6	3.9
5992	Florists -----	46.7	4.6	0.8	0.3	0.2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## SANTA BARBARA-SANTA MARIA-LOMPOC

### Standard Metropolitan Statistical Area



# SANTA BARBARA-SANTA MARIA-LOMPOC

## Santa Barbara Central Business District

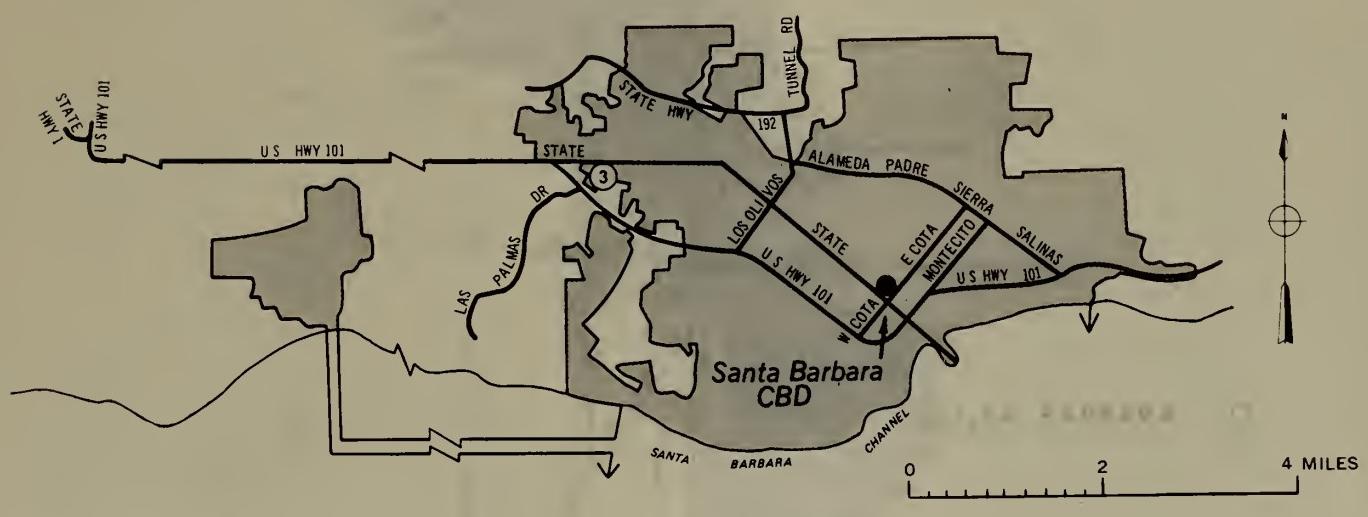


Comprising Census Tract 9

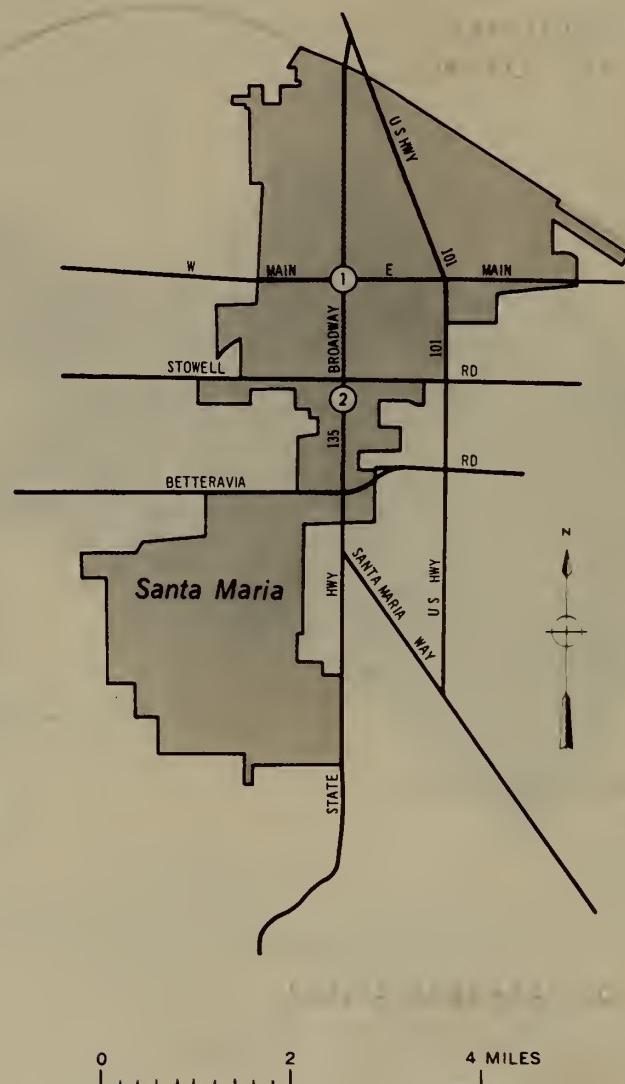
0      1000      2000      3000 FEET

# SANTA BARBARA-SANTA MARIA-LOMPOC

**Santa Barbara**  
**Major Retail Center**



- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

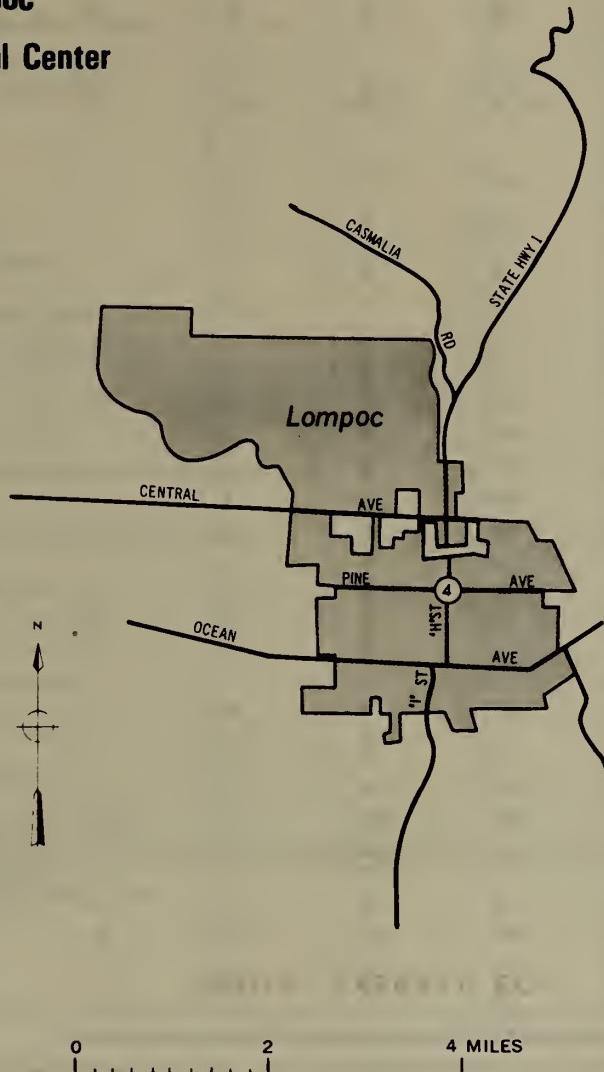
**SANTA BARBARA-SANTA MARIA-LOMPOC****Santa Maria**  
**Major Retail Centers**

Major Retail Centers (boundary descriptions are in appendix E)

Central City

**SANTA BARBARA-SANTA MARIA-LOMPOC**

**Lompoc**  
**Major Retail Center**



- (1) Major Retail Center (boundary description is in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 1	No. 2	No. 3	No. 4
	<b>Retail stores:<sup>1, 2</sup></b>							
	Number .....	2 929	1 181	328	80	72	83	77
	Sales (\$1,000) .....	1 064 469	459 900	126 040	32 670	34 782	89 952	40 385
	Payroll entire year (\$1,000) .....	139 663	63 812	17 898	4 748	4 528	10 128	5 230
	Paid employees for week including March 12 .....	21 508	10 396	2 542	731	645	1 508	776
54, 58, 591	<b>Convenience goods stores:</b>							
	Number .....	964	394	91	14	13	15	17
	Sales (\$1,000) .....	(D)	(D)	26 269	(D)	13 177	18 059	15 060
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number .....	994	424	152	60	47	54	44
	Sales (\$1,000) .....	(D)	(D)	48 111	29 941	20 122	47 091	18 989
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>							
	Number .....	971	363	85	8	12	14	16
	Sales (\$1,000) .....	381 122	(D)	51 660	(D)	1 463	4 802	8 336
	<b>Number of Establishments</b>							
	<b>Retail stores:<sup>1, 2</sup></b> .....	2 929	1 181	328	80	72	83	77
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	125	39	8	-	1	2	4
525	<b>Hardware stores</b> .....	31	10	1	-	-	2	-
52 ex. 525	Other .....	94	29	7	-	1	-	4
53	<b>General merchandise group stores</b> .....	57	18	8	3	4	2	3
531	<b>Department stores<sup>4</sup></b> .....	11	3	1	2	2	2	1
533	Variety stores .....	21	8	2	1	1	-	1
539	Miscellaneous general merchandise stores .....	25	7	3	-	1	-	1
54	<b>Food stores<sup>5</sup></b> .....	278	117	24	5	2	8	5
541	<b>Grocery stores</b> .....	161	69	12	1	2	3	3
55 ex. 554	<b>Automotive dealers</b> .....	177	83	14	-	2	-	3
554	<b>Gasoline service stations</b> .....	228	72	5	-	1	4	4
56	<b>Apparel and accessory stores</b> .....	257	121	46	28	17	27	15
561	<b>Men's and boys' clothing and furnishings stores</b> .....	38	14	9	7	1	3	4
562, 3, 8	Women's clothing and specialty stores and furriers .....	116	59	23	13	9	15	4
562	Women's ready-to-wear stores .....	98	47	20	12	8	13	4
565	Family clothing stores .....	35	16	3	2	-	-	2
566	Shoe stores .....	46	22	7	6	4	8	3
564, 9	Other apparel and accessory stores .....	22	10	4	-	3	1	2
57	<b>Furniture, home furnishings, and equipment stores</b> .....	271	114	33	11	13	9	15
5712	Furniture stores .....	68	33	10	2	2	2	3
5713, 4, 9	Home furnishings stores .....	91	38	11	4	4	2	4
572, 3	Household appliance, radio, television, and music stores .....	112	43	12	5	7	5	8
58	<b>Eating and drinking places</b> .....	622	245	81	8	9	5	10
5812	Eating places .....	534	206	49	7	8	4	10
5813	Drinking places (alcoholic beverages) .....	88	39	12	1	1	1	-
591	<b>Drug and proprietary stores</b> .....	66	32	8	1	2	2	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> .....	852	362	125	24	21	24	16
592	Liquor stores .....	77	32	9	-	1	1	2
594	Miscellaneous shopping goods stores .....	409	173	67	18	13	16	11
5992	Florists .....	42	17	5	2	-	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Barbara CBD</b>					
	<b>Retail stores<sup>2</sup></b>	328	126 040	17 696	4 408	2 542
52	Building materials, hardware, garden supply, and mobile home dealers	8	7 310	897	266	138
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	7	(D)	(D)	(D)	(D)
53	General merchandise group stores	6	7 650	657	196	156
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup>	24	10 364	1 093	262	136
541	Grocery stores	12	9 070	950	228	113
55 ex. 554	Automotive dealers	14	35 305	3 939	974	263
554	Gasoline service stations	5	1 962	169	49	28
56	Apparel and accessory stores	46	17 304	2 807	669	453
561	Men's and boys' clothing and furnishings stores	9	3 661	424	64	54
562, 3, 8	Women's clothing and specialty stores and furriers	23	10 931	1 892	472	332
562	Women's ready-to-wear stores	20	10 496	1 635	454	326
565	Family clothing stores	3	902	137	30	24
566	Shoe stores	7	1 715	346	79	40
564, 9	Other apparel and accessory stores	4	95	6	4	3
57	Furniture, home furnishings, and equipment stores	33	10 553	1 540	390	164
5712	Furniture stores	10	3 017	440	96	52
5713, 4, 9	Home furnishings stores	11	3 986	747	205	66
572, 3	Household appliance, radio, television, and music stores	12	3 550	353	69	46
58	Eating and drinking places	61	12 406	3 269	798	715
5812	Eating places	49	11 385	3 105	745	679
5813	Drinking places (alcoholic beverages)	12	1 021	164	53	36
591	Drug and proprietary stores	6	3 479	550	154	57
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	125	19 667	2 737	630	412
592	Liquor stores	9	2 094	128	30	36
594	Miscellaneous shopping goods stores	67	12 604	1 636	420	243
5992	Florists	5	1 050	219	50	26

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Barbara</b>					
	Retail stores <sup>2</sup> -----	1 181	459 900	83 812	15 374	10 396
52	Building materials, hardware, garden supply, and mobile home dealers -----	39	20 781	2 574	652	285
525	Hardware stores -----	10	(D)	438	156	80
52 ex. 525	Other -----	29	(D)	2 136	496	205
53	General merchandise group stores -----	18	(D)	8 366	1 511	1 063
531	Department stores <sup>3</sup> -----	3	38 439	5 722	1 356	939
533	Variety stores -----	8	2 833	436	106	91
539	Miscellaneous general merchandise stores -----	7	(D)	208	49	33
54	Food stores <sup>4</sup> -----	117	84 155	9 733	2 309	1 055
541	Grocery stores -----	69	86 795	8 810	2 097	888
55 ex. 554	Automotive dealers -----	63	84 389	8 570	2 051	661
554	Gasoline service stations-----	72	(D)	1 944	473	337
56	Apparel and accessory stores-----	121	29 439	4 826	1 099	730
561	Men's and boys' clothing and furnishings stores -----	14	(D)	746	161	97
562, 3, 8	Women's clothing and specialty stores and furriers -----	59	16 474	2 726	673	481
562	Women's ready-to-wear stores -----	47	15 502	(D)	(D)	(D)
565	Family clothing stores -----	16	(D)	(D)	(D)	(D)
566	Shoe stores -----	22	4 376	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	10	1 763	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	114	31 313	4 826	1 130	518
5712	Furniture stores -----	33	10 409	1 560	393	183
5713, 4, 9	Home furnishings stores -----	38	8 996	1 577	384	157
572, 3	Household appliance, radio, television, and music stores -----	43	11 908	1 489	353	176
58	Eating and drinking places-----	245	66 185	17 118	4 096	4 509
5812	Eating places -----	206	62 748	16 495	3 910	4 355
5813	Drinking places (alcoholic beverages) -----	39	3 437	623	186	154
591	Drug and proprietary stores -----	32	(D)	2 307	631	318
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	362	46 792	5 948	1 422	922
592	Liquor stores -----	32	(D)	758	172	137
594	Miscellaneous shopping goods stores-----	173	24 928	3 425	828	490
5992	Florists -----	17	1 850	366	86	71

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Santa Barbara-Santa Maria-Lompoc, Calif., SMSA</b>						
	<b>Retail stores<sup>2</sup></b>	<b>2 929</b>	<b>1 064 469</b>	<b>139 883</b>	<b>32 911</b>	<b>21 508</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	125	81 937	7 391	1 824	749
525	Hardware stores	31	12 839	1 664	445	233
52 ex. 525	Other	94	49 098	5 727	1 379	516
53	<b>General merchandise group stores</b>	57	109 548	(D)	(D)	(D)
531	Department stores <sup>3</sup>	11	95 582	13 176	3 089	2 013
533	Variety stores	21	6 825	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	25	7 141	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	276	224 410	23 414	5 466	2 498
541	Grocery stores	161	207 322	20 558	4 814	1 974
55 ex. 554	<b>Automotive dealers</b>	177	187 043	18 229	4 501	1 524
554	<b>Gasoline service stations</b>	228	84 408	5 496	1 272	969
56	<b>Apparel and accessory stores</b>	257	(D)	7 801	1 845	1 258
561	Men's and boys' clothing and furnishings stores	38	(D)	1 684	401	218
562, 3, 8	Women's clothing and specialty stores and furriers	116	24 143	3 874	947	713
562	Women's ready-to-wear stores	98	22 852	3 741	910	689
565	Family clothing stores	35	4 019	465	106	89
566	Shoe stores	46	9 181	1 380	288	161
564, 9	Other apparel and accessory stores	22	3 247	398	103	77
57	<b>Furniture, home furnishings, and equipment stores</b>	271	66 178	9 183	2 241	1 034
5712	Furniture stores	68	26 079	3 849	974	437
5713, 4, 9	Home furnishings stores	91	16 151	2 589	600	254
572, 3	Household appliance, radio, television, and music stores	112	23 948	2 745	667	343
58	<b>Eating and drinking places</b>	622	140 156	35 895	7 819	8 463
5812	Eating places	534	130 780	34 106	7 334	8 046
5813	Drinking places (alcoholic beverages)	88	9 376	1 789	485	417
591	<b>Drug and proprietary stores</b>	66	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	852	94 744	11 159	2 712	1 875
592	Liquor stores	77	24 255	1 964	464	353
594	Miscellaneous shopping goods stores	409	47 010	6 109	1 506	1 012
5992	Florists	42	3 797	724	173	147

<sup>1</sup>For all establishments, including those with no payroll.<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).<sup>3</sup>Includes sales from catalog order desks.<sup>4</sup>Includes data not covered by SIC 541.<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Barbara</b>					
	Retail stores <sup>2</sup> -----	284	81 726	12 404	3 064	2 243
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	6 952	1 151	287	173
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	10	6 274	830	210	194
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	3	931	176	44	41
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores -----	17	6 271	726	183	106
55 ex. 554	Automotive dealers -----	18	24 192	2 774	710	348
554	Gasoline service stations-----	11	1 465	201	53	56
56	Apparel and accessory stores -----	39	13 039	2 344	595	437
561	Men's and boys' clothing and furnishings stores -----	5	3 155	530	110	72
562, 3, 8	Women's clothing and specialty stores and furnishings -----	24	8 469	1 540	420	321
562	Women's ready-to-wear stores -----	21	7 064	1 251	318	273
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	1 084	198	49	27
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	29	6 138	1 037	272	163
5712	Furniture stores -----	11	2 292	385	93	55
5713, 4, 9	Home furnishings stores -----	9	2 807	481	137	79
572, 3	Household appliance, radio, television, and music stores-----	9	1 039	171	42	29
58	Eating and drinking places-----	53	5 422	1 525	349	422
5812	Eating places -----	39	4 910	1 438	325	396
5813	Drinking places (alcoholic beverages) -----	14	512	87	24	26
591	Drug and proprietary stores -----	8	2 927	462	100	74
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	89	9 046	1 354	305	270
592	Liquor stores -----	8	1 089	92	24	27
594	Miscellaneous shopping goods stores -----	44	5 441	857	204	150
5992	Florists -----	4	489	107	17	

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Santa Barbara</b>			
	Retail stores <sup>2</sup> -----	54.2	65.4	72.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	5.1	73.3	108.0
525	Hardware stores -----	-43.6	8.7	60.7
52 ex. 525	Other -----	32.1	98.9	125.4
53	General merchandise group stores -----	21.9	47.5	57.4
531	Department stores <sup>3</sup> -----	32.6	51.4	64.5
533	Variety stores-----	(D)	15.6	(D)
539	Miscellaneous general merchandise stores-----	-12.1	36.6	(D)
54	Food stores <sup>4</sup> -----	65.6	57.9	87.2
541	Grocery stores-----	(NA)	60.3	69.5
55 ex. 554	Automotive dealers -----	45.9	68.2	68.8
554	Gasoline service stations-----	33.9	(D)	79.0
56	Apparel and accessory stores-----	32.7	39.1	(D)
561	Men's and boys' clothing and furnishings stores -----	16.0	2.1	40.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	29.1	43.4	55.3
562	Women's ready-to-wear stores -----	48.6	(D)	70.9
565	Family clothing stores -----	(D)	79.8	86.5
566	Shoe stores -----	58.2	40.5	(D)
564, 9	Other apparel and accessory stores -----	(D)	(NC)	229.0
57	Furniture, home furnishings, and equipment stores-----	71.9	86.8	72.7
5712	Furniture stores -----	31.6	51.9	31.6
5713, 4, 9	Home furnishings stores -----	42.0	73.1	95.6
572, 3	Household appliance, radio, television, and music stores-----	241.7	152.7	133.4
58	Eating and drinking places-----	128.8	90.0	99.0
5812	Eating places -----	131.9	93.9	110.6
5813	Drinking places (alcoholic beverages) -----	99.4	38.5	12.6
591	Drug and proprietary stores -----	18.9	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	117.6	(D)	69.2
592	Liquor stores -----	92.3	(D)	(D)
594	Miscellaneous shopping goods stores-----	131.6	58.0	74.6
5992	Florists -----	114.7	8.9	22.6

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Santa Barbara</b>					
	Retail stores <sup>1</sup> -----	27.4	11.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	35.2	11.8	5.8	4.5	5.8
525	Hardware stores -----	(D)	(D)	(D)	(D)	1.2
52 ex. 525	Other -----	34.6	(D)	(D)	(D)	4.6
53	General merchandise group stores -----	(D)	7.0	6.1	(D)	10.3
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	8.4	9.0
533	Variety stores-----	(D)	(D)	(D)	0.6	0.6
539	Miscellaneous general merchandise stores-----	28.5	(D)	(D)	(D)	0.7
54	Food stores <sup>3</sup> -----	11.0	4.6	8.2	20.5	21.1
541	Grocery stores-----	10.4	4.4	7.2	18.9	19.5
55 ex. 554	Automotive dealers -----	41.8	18.9	28.0	18.3	17.6
554	Gasoline service stations-----	(D)	2.3	1.6	(D)	7.9
56	Apparel and accessory stores-----	58.8	(D)	13.7	6.4	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	2.9	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	66.4	45.3	8.7	3.6	2.3
562	Women's ready-to-wear stores -----	67.7	45.9	8.3	3.4	2.1
565	Family clothing stores -----	(D)	22.4	0.7	(D)	0.4
566	Shoe stores -----	39.2	18.7	1.4	1.0	0.9
564, 9	Other apparel and accessory stores -----	5.4	2.9	0.1	0.4	0.3
57	Furniture, home furnishings, and equipment stores-----	33.7	15.9	8.4	6.8	6.2
5712	Furniture stores -----	29.0	11.6	2.4	2.3	2.4
5713, 4, 9	Home furnishings stores -----	44.3	24.7	3.2	2.0	1.5
572, 3	Household appliance, radio, television, and music stores-----	29.8	14.8	2.8	2.6	2.2
58	Eating and drinking places-----	18.7	8.9	9.8	14.4	13.2
5812	Eating places -----	18.1	8.7	9.0	13.6	12.3
5813	Drinking places (alcoholic beverages) -----	29.7	10.9	0.8	0.7	0.9
591	Drug and proprietary stores -----	(D)	(D)	2.8	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	42.1	20.8	15.6	10.2	8.9
592	Liquor stores -----	(D)	8.6	1.7	(D)	2.3
594	Miscellaneous shopping goods stores -----	50.6	26.8	10.0	5.4	4.4
5992	Florists -----	56.8	27.7	0.8	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

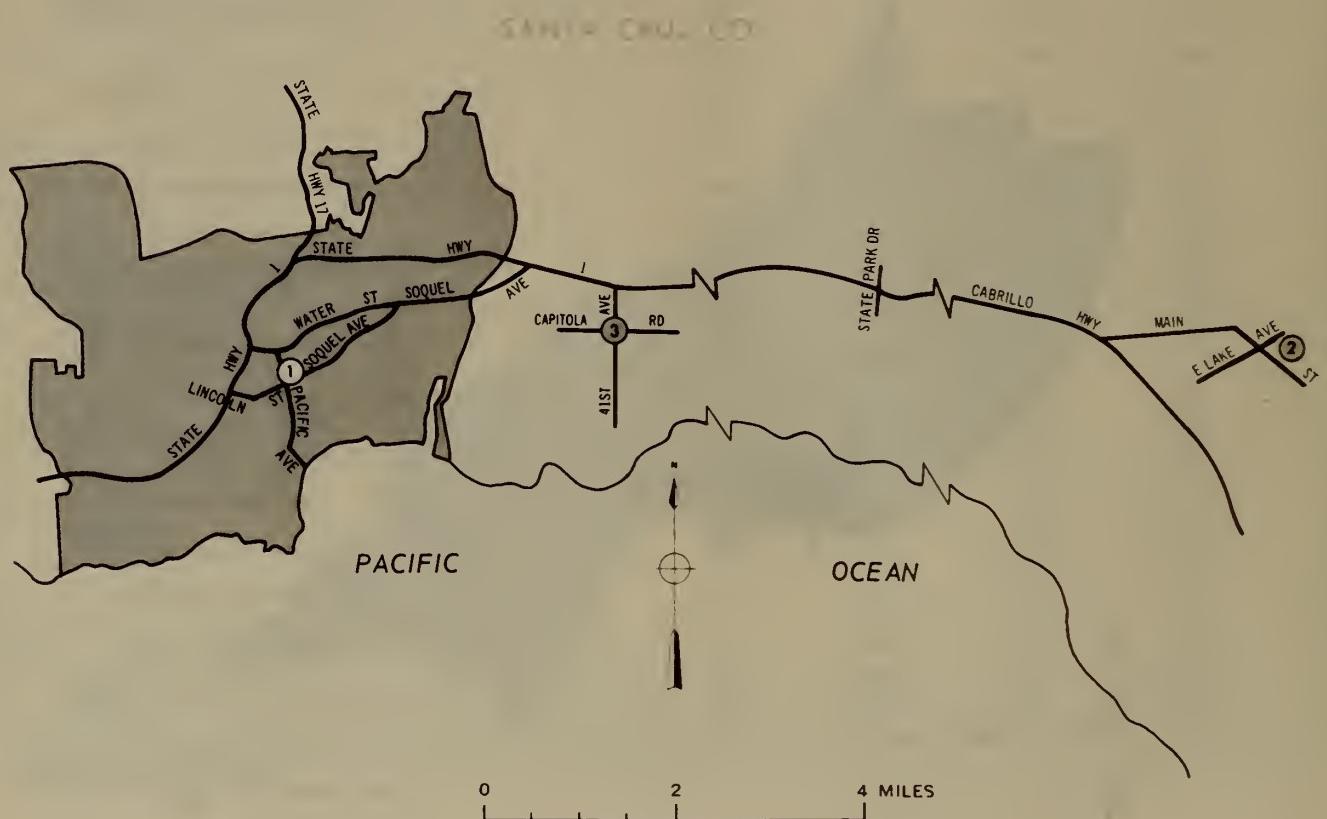
# SANTA CRUZ

**Standard Metropolitan Statistical Area**



# SANTA CRUZ

## Major Retail Centers



(1) Major Retail Centers (boundary descriptions are in appendix E)  
 Central City

Table 1. Statistics by Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E]

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers		
			No. 1	No. 2	No. 3
	Retail stores: <sup>1, 2</sup>				
	Number -----	1 815	190	136	79
	Sales (\$1,000) -----	648 468	70 034	45 407	64 875
	Payroll entire year (\$1,000) -----	(D)	9 665	7 053	8 106
	Paid employees for week including March 12 -----	(D)	1 519	925	1 013
54, 58, 591	Convenience goods stores:				
	Number -----	608	42	49	25
	Sales (\$1,000) -----	(D)	21 108	15 327	25 427
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup>				
	Number -----	574	112	61	38
	Sales (\$1,000) -----	(D)	36 915	23 214	28 048
52, 55, 59, ex. 591, 4, 6	All other stores:				
	Number -----	633	36	26	16
	Sales (\$1,000) -----	264 298	12 011	6 866	11 400
	Number of Establishments				
	Retail stores <sup>1, 2</sup> -----	1 815	190	136	79
52	Building materials, hardware, garden supply, and mobile home dealers -----	91	2	4	3
525	Hardware stores -----	18	1	2	1
52 ex. 525	Other -----	73	1	2	2
53	General merchandise group stores -----	40	6	10	6
531	Department stores <sup>4</sup> -----	7	2	1	2
533	Variety stores -----	16	1	5	3
539	Miscellaneous general merchandise stores -----	17	3	4	1
54	Food stores <sup>5</sup> -----	188	8	9	9
541	Grocery stores -----	117	3	4	3
55 ex. 554	Automotive dealers -----	121	7	8	2
554	Gasoline service stations -----	111	1	2	5
56	Apparel and accessory stores -----	156	42	16	18
561	Men's and boys' clothing and furnishings stores -----	26	8	5	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	63	16	5	8
562	Women's ready-to-wear stores -----	52	10	5	5
565	Family clothing stores -----	29	12	3	2
566	Shoe stores -----	25	5	3	5
564, 9	Other apparel and accessory stores -----	13	1	-	1
57	Furniture, home furnishings, and equipment stores -----	146	23	13	5
5712	Furniture stores -----	36	9	4	1
5713, 4, 9	Home furnishings stores -----	49	2	1	1
572, 3	Household appliance, radio, television, and music stores -----	61	12	8	3
58	Eating and drinking places -----	387	32	35	14
5812	Eating places -----	322	29	25	13
5813	Drinking places (alcoholic beverages) -----	65	3	10	1
591	Drug and proprietary stores -----	33	2	5	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	542	67	34	15
592	Liquor stores -----	46	3	-	2
594	Miscellaneous shopping goods stores -----	232	41	22	9
5992	Florists -----	23	5	4	3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 1</b>					
	Retail stores <sup>2</sup> -----	190	70 034	9 685	2 334	1 519
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	12 012	1 452	361	286
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	8 038	852	190	97
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	7 067	803	201	67
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	42	8 051	1 306	320	195
561	Men's and boys' clothing and furnishings stores -----	8	1 244	152	36	22
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	2 103	312	70	51
562	Women's ready-to-wear stores -----	10	1 574	210	46	37
565	Family clothing stores -----	12	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	23	9 830	1 085	249	123
5712	Furniture stores -----	9	6 318	655	154	77
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	12	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	32	(D)	(D)	(D)	(D)
5812	Eating places -----	29	6 886	1 813	473	450
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	67	10 305	1 544	346	225
592	Liquor stores -----	3	1 042	62	11	9
594	Miscellaneous shopping goods stores -----	41	7 022	1 132	240	154
5992	Florists -----	5	380	68	17	15

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> .....	136	45 407	7 053	1 799	925
52	Building materials, hardware, garden supply, and mobile home dealers .....	4	1 328	202	43	24
525	Hardware stores .....	2	(D)	(D)	(D)	(D)
52 ex. 525	Other .....	2	(D)	(D)	(D)	(D)
53	General merchandise group stores .....	10	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> .....	1	(D)	(D)	(D)	(D)
533	Variety stores .....	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores .....	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> .....	9	8 547	895	207	89
541	Grocery stores .....	4	5 924	787	181	67
55 ex. 554	Automotive dealers .....	8	4 616	590	138	53
554	Gasoline service stations .....	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores .....	16	3 703	533	125	84
561	Men's and boys' clothing and furnishings stores .....	5	1 233	142	30	24
562, 3, 8	Women's clothing and specialty stores and furriers .....	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores .....	5	(D)	(D)	(D)	(D)
565	Family clothing stores .....	3	(D)	(D)	(D)	(D)
566	Shoe stores .....	3	670	193	47	20
564, 9	Other apparel and accessory stores .....	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores .....	13	4 013	523	131	48
5712	Furniture stores .....	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores .....	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores .....	8	2 553	311	85	30
58	Eating and drinking places .....	35	3 514	905	203	178
5812	Eating places .....	25	2 766	735	167	147
5813	Drinking places (alcoholic beverages) .....	10	748	170	36	31
591	Drug and proprietary stores .....	5	5 266	564	139	58
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> .....	34	(D)	(D)	(D)	(D)
592	Liquor stores .....	-	-	-	-	-
594	Miscellaneous shopping goods stores .....	22	(D)	(D)	(D)	(D)
5992	Florists .....	4	191	57	13	20

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

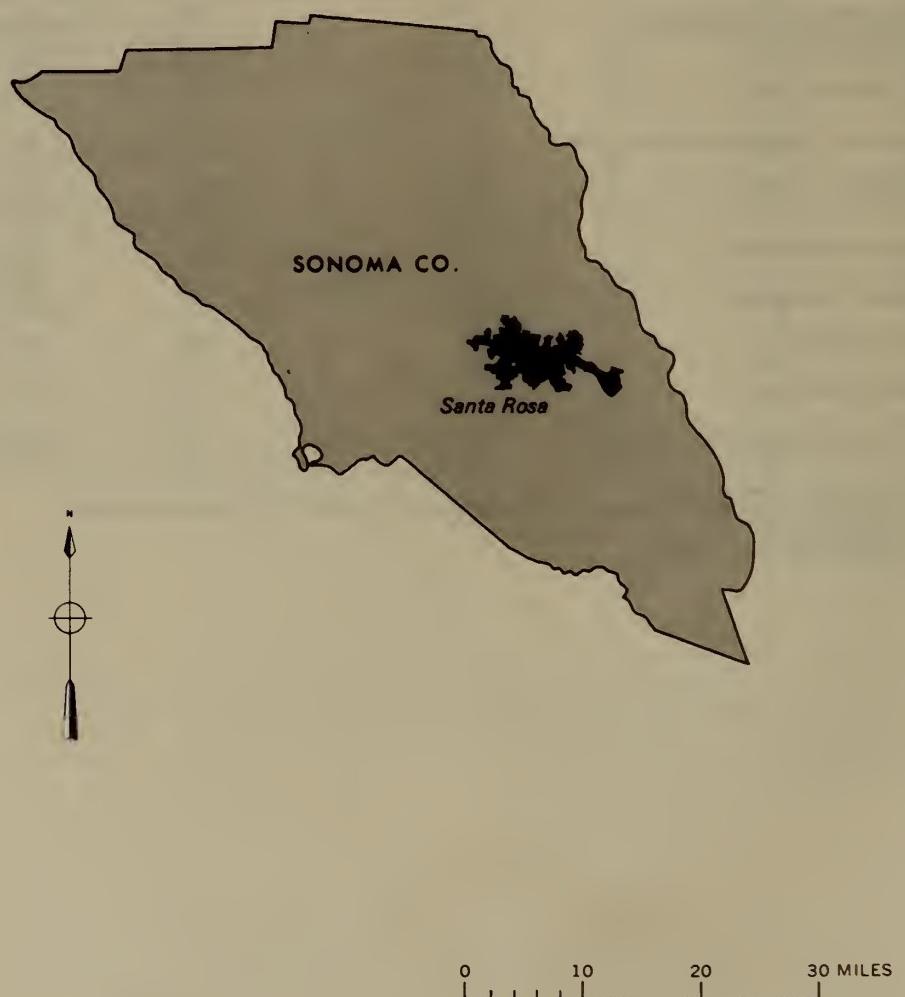
<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

## SANTA ROSA

Standard Metropolitan Statistical Area



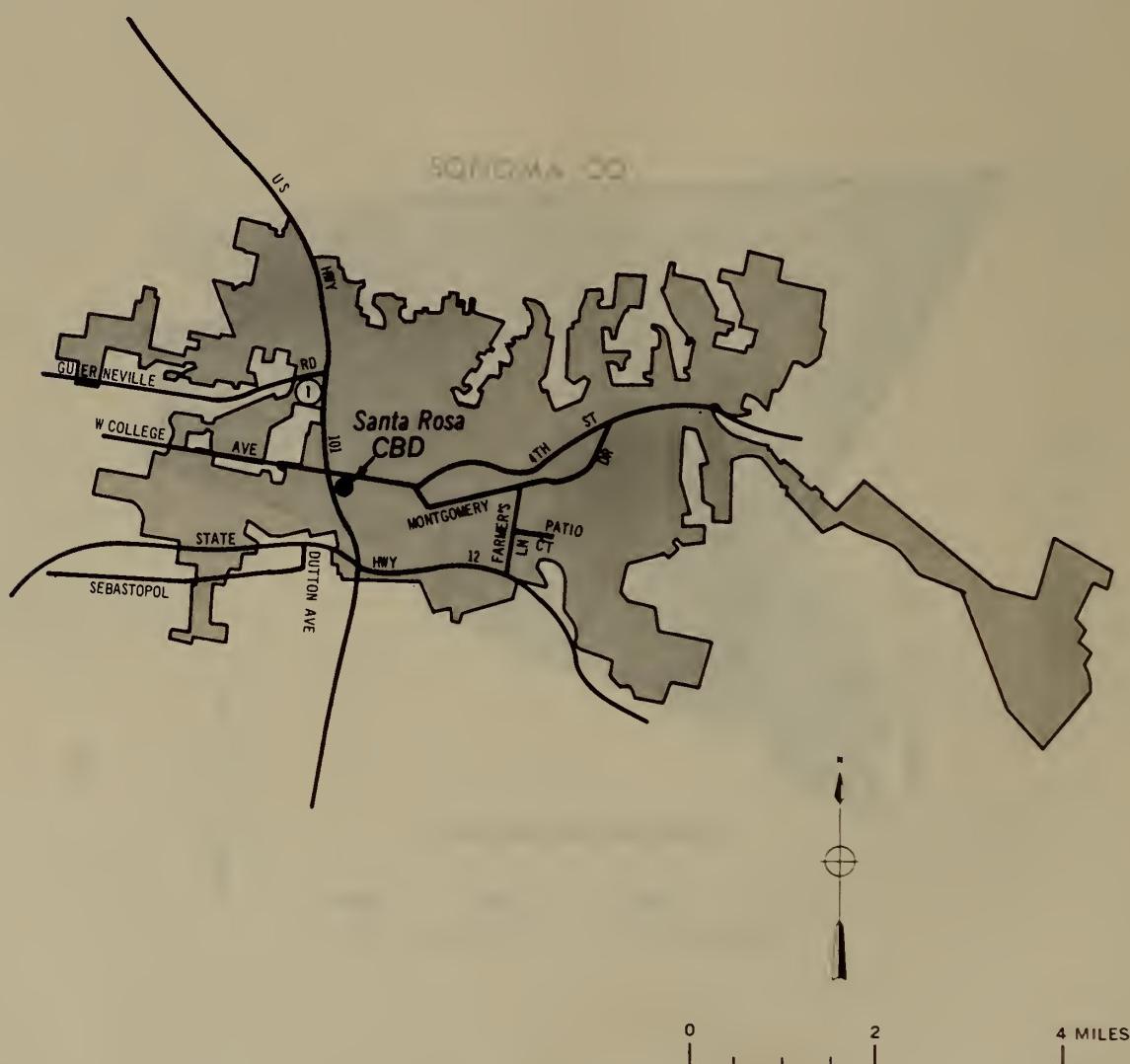
# SANTA ROSA

## Central Business District



Comprising Census Tract 1520

0 1000 2000 3000 FEET

**SANTA ROSA****Major Retail Center**

- Central Business District
- (1) Major Retail Center (boundary description is in appendix E)
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1, 2</sup></b>				
	Number -----	2 590	920	139	87
	Sales (\$1,000) -----	990 076	447 585	57 733	82 553
	Payroll antira yaar (\$1,000) -----	119 665	55 532	9 430	10 167
	Paid employeas for waak including March 12 -----	15 802	7 379	1 164	1 485
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	900	282	38	23
	Sales (\$1,000) -----	371 378	148 560	8 319	19 450
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	704	301	62	52
	Sales (\$1,000) -----	216 526	153 760	33 074	56 332
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	986	337	39	12
	Sales (\$1,000) -----	402 172	145 265	16 340	6 771
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1, 2</sup></b> -----	2 590	920	139	87
52	<b>Building materials, hardware, garden supply, and mobile homes dealers</b> -----	177	38	2	1
525	<b>Hardware stores</b> -----	34	4	-	-
52 ax. 525	Other -----	143	34	2	1
53	<b>General merchandise group stores</b> -----	49	18	3	4
531	<b>Department stores<sup>4</sup></b> -----	8	6	1	2
533	Variety stores -----	21	5	1	1
539	Miscellaneous general merchandise stores -----	20	7	1	1
54	<b>Food stores<sup>5</sup></b> -----	313	99	9	8
541	<b>Grocery stores</b> -----	194	57	5	2
55 ex. 554	<b>Automotive dealers</b> -----	183	80	5	1
554	<b>Gasoline service stations</b> -----	238	94	8	3
56	<b>Apparel and accessory stores</b> -----	185	78	16	28
561	Man's and boys' clothing and furnishings stores -----	23	10	-	5
562, 3, 8	Woman's clothing and specialty stores and furnairs -----	68	33	7	11
562	Woman's ready-to-wear stores -----	57	28	6	10
565	Family clothing stores -----	26	12	2	3
566	Shoe stores -----	26	13	3	8
564, 9	Other apparel and accessory stores -----	22	10	4	1
57	<b>Furniture, home furnishings, and equipment stores</b> -----	213	102	17	5
5712	Furniture stores -----	65	34	4	-
5713, 4, 9	Home furnishings stores -----	67	34	3	1
572, 3	Household appliance, radio, television, and music stores -----	81	34	10	4
58	<b>Eating and drinking places</b> -----	534	182	24	13
5812	Eating places -----	419	133	16	11
5813	Drinking places (alcoholic beverages) -----	115	29	8	2
591	<b>Drug and proprietary stores</b> -----	53	21	5	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	665	248	50	22
592	Liquor stores -----	45	13	2	3
594	Miscellaneous shopping goods stores -----	277	103	26	15
5992	Florists -----	27	12	3	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps.]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Rosa CBD</b>					
	Retail stores <sup>2</sup> -----	139	57 733	9 430	2 195	1 164
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	3	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	2 244	342	66	43
541	Grocery stores -----	5	1 466	155	23	19
55 ex. 554	Automotive dealers -----	5	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	8	3 885	190	50	37
56	Apparel and accessory stores -----	16	1 805	247	62	82
561	Men's and boys' clothing and furnishings stores -----	-	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	6	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	615	88	21	15
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	17	6 058	1 139	256	131
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	4 167	676	161	71
58	Eating and drinking places-----	24	3 994	1 046	232	218
5812	Eating places -----	16	3 121	855	187	188
5813	Drinking places (alcoholic beverages) -----	8	873	191	45	30
591	Drug and proprietary stores -----	5	2 081	351	95	47
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	50	11 645	1 817	452	222
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	26	(D)	(D)	(D)	(D)
5992	Florists -----	3	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Rosa</b>					
	<b>Retail stores<sup>2</sup>-----</b>	920	447 585	55 532	13 025	7 379
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	38	28 540	2 334	536	225
525	Hardware stores -----	4	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	34	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	18	(D)	12 462	2 880	1 622
531	Department stores <sup>3</sup> -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	99	86 892	8 528	1 962	864
541	Grocery stores -----	57	78 500	7 528	1 732	705
55 ex. 554	<b>Automotive dealers -----</b>	60	68 854	6 006	1 485	443
554	<b>Gasoline service stations-----</b>	94	30 005	(D)	(D)	(D)
56	<b>Apparel and accessory stores-----</b>	78	(D)	2 511	599	491
561	Men's and boys' clothing and furnishings stores -----	10	(D)	545	143	148
562, 3, 8	Women's clothing and specialty stores and furriers -----	33	8 436	1 048	259	175
562	Women's ready-to-wear stores -----	28	(D)	(D)	(D)	(D)
565	Family clothing stores -----	12	2 607	304	55	74
566	Shoe stores -----	13	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	10	923	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	102	28 460	4 230	983	474
5712	Furniture stores -----	34	13 175	1 932	452	197
5713, 4, 9	Home furnishings stores -----	34	4 136	796	171	83
572, 3	Household appliance, radio, television, and music stores -----	34	11 149	1 502	360	194
58	<b>Eating and drinking places-----</b>	162	35 845	9 396	2 034	1 823
5812	Eating places -----	133	(D)	8 568	1 829	1 661
5813	Drinking places (alcoholic beverages) -----	29	(D)	828	205	162
591	<b>Drug and proprietary stores-----</b>	21	25 823	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	248	37 780	4 915	1 189	723
592	Liquor stores -----	13	5 818	490	112	72
594	Miscellaneous shopping goods stores -----	103	19 914	2 663	651	413
5992	Florists -----	12	(D)	281	66	62

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Santa Rosa, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 590	990 078	119 665	27 665	15 802
52	Building materials, hardware, garden supply, and mobile home dealers -----	177	104 330	10 293	2 499	890
525	Hardware stores -----	34	18 529	2 199	731	219
52 ex. 525	Other -----	143	85 801	8 094	1 768	671
53	General merchandise group stores -----	49	105 789	14 757	3 402	2 009
531	Department stores <sup>3</sup> -----	8	89 814	12 776	2 936	1 675
533	Variety stores -----	21	9 731	1 152	273	207
539	Miscellaneous general merchandise stores-----	20	8 224	829	193	127
54	Food stores <sup>4</sup> -----	313	241 823	24 141	5 533	2 435
541	Grocery stores -----	194	221 855	21 757	4 995	2 035
55 ex. 554	Automotive dealers -----	183	180 375	18 494	4 332	1 378
554	Gasoline service stations-----	238	76 813	5 454	1 337	921
56	Apparel and accessory stores-----	185	34 442	4 744	1 086	795
561	Men's and boys' clothing and furnishings stores -----	23	7 803	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	68	12 645	1 638	405	283
562	Women's ready-to-wear stores -----	57	12 093	1 559	385	265
565	Family clothing stores -----	26	6 376	960	195	158
566	Shoe stores -----	26	(D)	859	192	107
564, 9	Other apparel and accessory stores -----	22	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	213	46 257	8 399	1 493	731
5712	Furniture stores -----	65	19 462	2 816	661	308
5713, 4, 9	Home furnishings stores -----	67	10 405	1 464	318	151
572, 3	Household appliance, radio, television, and music stores-----	81	16 390	2 119	514	272
58	Eating and drinking places-----	534	87 137	21 877	4 847	4 711
5812	Eating places -----	419	76 194	19 466	4 231	4 213
5813	Drinking places (alcoholic beverages) -----	115	10 943	2 411	616	498
591	Drug and proprietary stores -----	53	42 618	5 206	1 336	665
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	885	70 912	8 300	2 000	1 267
592	Liquor stores -----	45	16 543	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	277	30 058	3 695	887	614
5992	Florists -----	27	2 920	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Santa Rosa SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Santa Rosa</b>			
	Retail stores <sup>3</sup> -----	(NA)	80.9	85.2
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	208.4	131.1
525	Hardware stores -----	(NA)	(D)	136.4
52 ex. 525	Other -----	(NA)	(D)	130.0
53	General merchandise group stores -----	(NA)	(D)	77.3
531	Department stores <sup>4</sup> -----	(NA)	76.0	88.8
533	Variety stores-----	(NA)	(D)	(D)
539	Miscellaneous general merchandise stores-----	(NA)	140.3	(D)
54	Food stores <sup>5</sup> -----	(NA)	49.6	76.6
541	Grocery stores-----	(NA)	48.6	76.7
55 ex. 554	Automotive dealers -----	(NA)	107.1	84.4
554	Gasoline service stations-----	(NA)	62.3	71.2
56	Apparel and accessory stores-----	(NA)	(D)	31.9
561	Men's and boys' clothing and furnishings stores -----	(NA)	45.7	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	(D)
562	Women's ready-to-wear stores -----	(NA)	119.8	(D)
565	Family clothing stores -----	(NA)	(D)	-40.4
566	Shoe stores -----	(NA)	(D)	114.7
564, 9	Other apparel and accessory stores -----	(NA)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	(NA)	143.7	117.8
5712	Furniture stores -----	(NA)	229.3	95.3
5713, 4, 9	Home furnishings stores -----	(NA)	(D)	(NC)
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	83.2
58	Eating and drinking places-----	(NA)	131.8	108.2
5812	Eating places -----	(NA)	(D)	131.0
5813	Drinking places (alcoholic beverages) -----	(NA)	(D)	23.2
591	Drug and proprietary stores -----	(NA)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	(D)
592	Liquor stores -----	(NA)	209.1	117.3
594	Miscellaneous shopping goods stores -----	(NA)	103.2	102.1
5992	Florists -----	(NA)	112.0	97.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Santa Rosa</b>					
	Retail stores <sup>1</sup> -----	12.9	5.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	6.4	10.5
525	Hardware stores -----	(D)	—	—	(D)	1.9
52 ex. 525	Other -----	4.1	(D)	(D)	(D)	8.7
53	General merchandise group atores -----	20.1	(D)	(D)	(D)	10.7
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	9.1
533	Variety stores-----	(D)	(D)	(D)	(D)	1.0
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)	(D)	0.6
54	Food atores <sup>3</sup> -----	2.6	0.9	3.9	19.4	24.4
541	Grocery stores-----	1.9	0.7	2.5	17.5	22.4
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	15.4	18.2
554	Gasoline service stations-----	12.9	5.1	6.7	6.7	7.7
56	Apparel and accessory stores-----	(D)	5.2	3.1	(D)	3.5
561	Men's and boys' clothing and furnishings stores -----	0.5	(D)	(D)	(D)	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	(D)	1.9
562	Women's ready-to-wear stores -----	3.2	(D)	(D)	(D)	1.3
565	Family clothing stores -----	(D)	(D)	(D)	(D)	1.2
566	Shoe stores -----	(D)	(D)	1.1	(D)	0.6
564, 9	Other apparel and accessory stores -----	(D)	9.8	(D)	(D)	0.6
57	Furniture, home furnishings, and equipment stores-----	21.3	13.1	10.5	6.4	4.7
5712	Furniture stores -----	(D)	(D)	(D)	2.9	2.0
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.9	1.1
572, 3	Household appliance, radio, television, and music stores-----	37.4	25.4	7.2	2.5	1.7
58	Eating and drinking places-----	11.1	4.6	6.9	8.0	8.8
5812	Eating places -----	(D)	4.1	5.4	(D)	7.7
5813	Drinking places (alcoholic beverages)-----	(D)	8.0	1.5	(D)	1.1
591	Drug and proprietary stores -----	8.1	4.9	3.6	5.8	4.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	30.8	16.4	20.2	8.4	7.2
592	Liquor stores -----	(D)	(D)	(D)	1.3	1.7
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	4.4	3.0
5992	Florists -----	21.9	(D)	(D)	(D)	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# STOCKTON

Standard Metropolitan Statistical Area



# STOCKTON

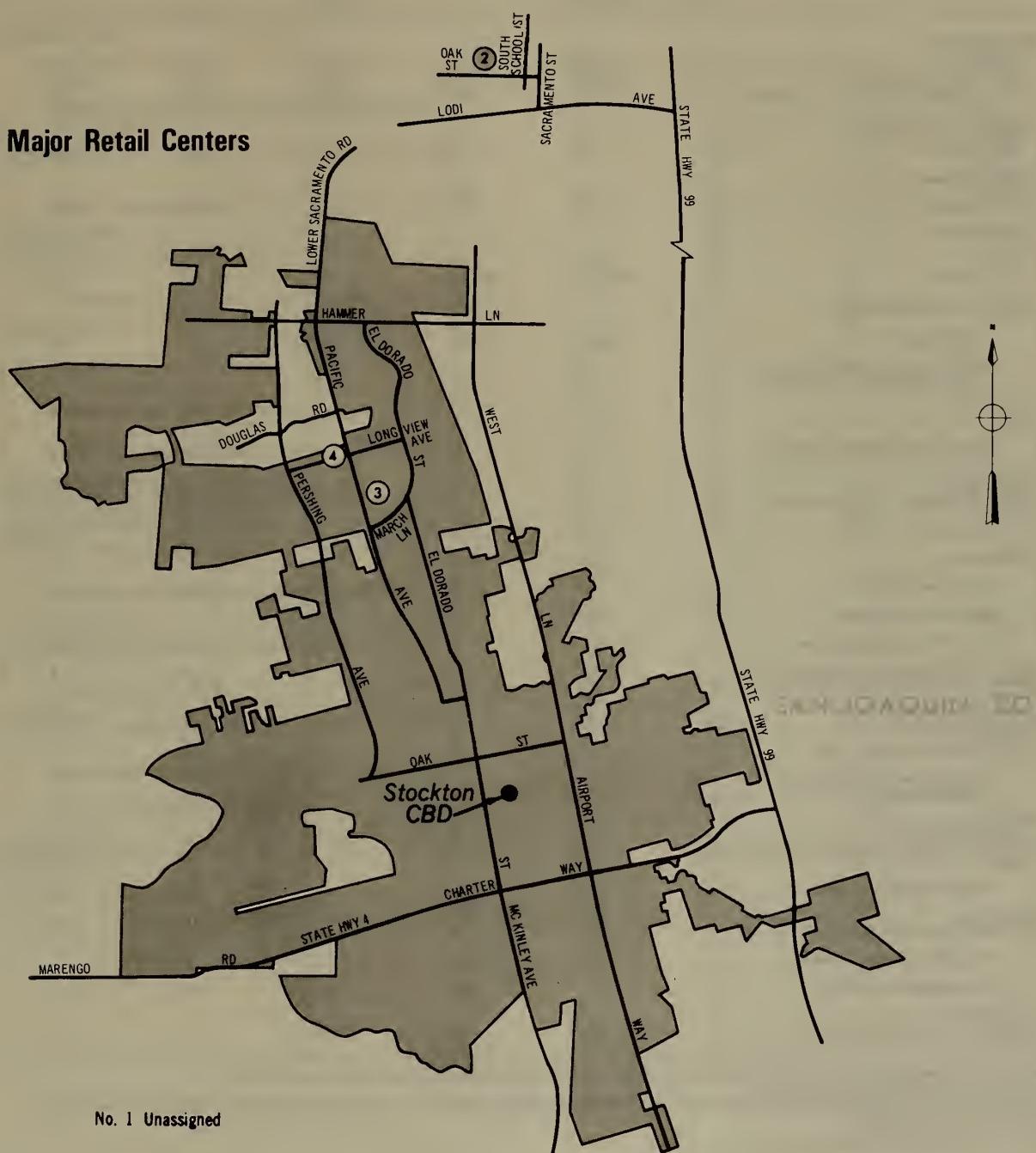
## Central Business District



Comprising Census Tract 1

0 1000 2000 3000 4000 FEET

# STOCKTON



- Central Business District
- (1) Major Retail Centers (boundary descriptions are in appendix E)
- Central City

0 1 2 3 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 2	No. 3	No. 4
	<b>Retail stores:<sup>1, 2</sup></b>						
	Number -----	2 762	1 137	227	133	64	136
	Sales (\$1,000) -----	1 109 632	568 471	115 215	41 252	118 745	74 107
	Payroll entire year (\$1,000) -----	132 316	73 075	15 093	5 356	17 371	10 456
	Paid employees for week including March 12 -----	18 083	9 970	1 689	802	2 653	1 540
54, 58, 591	<b>Convenience goods stores:</b>						
	Number -----	1 045	461	103	44	13	47
	Sales (\$1,000) -----	(D)	(D)	15 143	12 533	5 532	35 039
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>						
	Number -----	670	275	60	59	45	60
	Sales (\$1,000) -----	(D)	(D)	19 983	17 473	112 474	29 297
52, 55, 59, ex. 591, 4, 8	<b>All other stores:</b>						
	Number -----	1 047	401	64	30	6	29
	Sales (\$1,000) -----	446 055	215 118	80 089	11 246	739	9 771
	<b>Number of Establishments</b>						
	<b>Retail stores<sup>1, 2</sup></b> -----	2 762	1 137	227	133	64	136
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	134	41	3	8	-	4
525	Hardware stores -----	26	7	2	3	-	1
52 ex. 525	Other -----	108	34	1	5	-	3
53	<b>General merchandise group stores</b> -----	46	19	5	5	6	4
531	Department stores <sup>4</sup> -----	11	9	1	-	6	1
533	Variety stores -----	16	5	2	1	-	2
539	Miscellaneous general merchandise stores -----	19	5	2	4	-	1
54	<b>Food stores<sup>5</sup></b> -----	357	139	19	8	2	13
541	Grocery stores -----	230	89	13	4	-	7
55 ex. 554	<b>Automotive dealers</b> -----	242	98	21	11	-	8
554	<b>Gasoline service stations</b> -----	228	84	8	2	3	6
56	<b>Apparel and accessory stores</b> -----	178	76	18	19	22	24
561	Men's and boys' clothing and furnishings stores -----	32	19	5	3	5	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	59	23	5	9	5	10
562	Women's ready-to-wear stores -----	49	20	5	9	4	9
565	Family clothing stores -----	36	11	2	2	4	2
566	Shoe stores -----	34	19	5	3	7	6
564, 9	Other apparel and accessory stores -----	17	4	1	2	1	2
57	<b>Furniture, home furnishings, and equipment stores</b> -----	215	76	16	18	5	14
5712	Furniture stores -----	50	23	5	4	1	3
5713, 4, 9	Home furnishings stores -----	67	18	1	4	1	2
572, 3	Household appliance, radio, television, and music stores -----	98	35	10	10	3	9
58	<b>Eating and drinking places</b> -----	606	280	78	33	10	31
5812	Eating places -----	438	211	51	17	10	26
5813	Drinking places (alcoholic beverages) -----	168	69	27	16	-	5
591	<b>Drug and proprietary stores</b> -----	82	42	6	3	1	3
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	674	282	53	26	15	29
592	Liquor stores -----	80	44	6	1	-	2
594	Miscellaneous shopping goods stores -----	231	104	21	17	12	18
5992	Florists -----	34	12	5	1	1	2

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stockton CBD</b>					
	<b>Retail stores<sup>2</sup></b>	<b>227</b>	<b>115 215</b>	<b>15 093</b>	<b>3 801</b>	<b>1 689</b>
52	Building materials, hardware, garden supply, and mobile home dealers	3	(D)	(D)	(D)	(D)
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b>	<b>5</b>	<b>4 976</b>	<b>738</b>	<b>182</b>	<b>129</b>
531	Department stores <sup>3</sup>	1	(D)	(D)	(D)	(D)
533	Variety stores	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	<b>19</b>	<b>2 999</b>	<b>377</b>	<b>133</b>	<b>108</b>
541	Grocery stores	13	2 249	169	89	45
55 ex. 554	<b>Automotive dealers</b>	<b>21</b>	<b>72 383</b>	<b>7 604</b>	<b>1 726</b>	<b>488</b>
554	<b>Gasoline service stations</b>	<b>8</b>	<b>2 239</b>	<b>246</b>	<b>57</b>	<b>42</b>
56	<b>Apparel and accessory stores</b>	<b>18</b>	<b>7 643</b>	<b>1 801</b>	<b>424</b>	<b>240</b>
561	Men's and boys' clothing and furnishings stores	5	2 041	571	136	59
562, 3, 8	Women's clothing and specialty stores and furriers	5	2 638	678	167	100
562	Women's ready-to-wear stores	5	2 638	678	167	100
565	Family clothing stores	2	(D)	(D)	(D)	(D)
566	Shoe stores	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	<b>16</b>	<b>4 560</b>	<b>652</b>	<b>140</b>	<b>80</b>
5712	Furniture stores	5	2 858	434	89	40
5713, 4, 9	Home furnishings stores	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b>	<b>78</b>	<b>8 947</b>	<b>2 112</b>	<b>534</b>	<b>414</b>
5812	Eating places	51	6 919	1 716	434	333
5813	Drinking places (alcoholic beverages)	27	2 028	396	100	81
591	<b>Drug and proprietary stores</b>	<b>6</b>	<b>3 197</b>	<b>483</b>	<b>139</b>	<b>67</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	<b>53</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores	6	1 060	54	14	10
594	Miscellaneous shopping goods stores	21	2 804	445	121	68
5992	Florists	5	719	57	11	15

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 2</b>						
	Retail stores <sup>2</sup> -----	133	41 252	5 356	1 292	802
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	1 812	248	50	26
525	Hardware stores -----	3	510	42	8	7
52 ex. 525	Other -----	5	1 302	206	42	19
53	General merchandise group stores -----	5	2 194	242	48	59
531	Department stores <sup>3</sup> -----	-	-	-	-	-
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	4	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	8	4 784	636	163	66
541	Grocery stores-----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	11	7 259	760	201	80
554	Gasoline service stations-----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	19	8 057	1 074	235	185
561	Men's and boys' clothing and furnishings stores -----	3	1 569	287	41	31
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1 481	216	53	46
562	Women's ready-to-wear stores -----	9	1 481	216	53	46
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	18	5 352	739	175	90
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	1 752	240	54	26
58	Eating and drinking places-----	33	(D)	(D)	(D)	(D)
5812	Eating places -----	17	2 004	537	125	137
5813	Drinking places (alcoholic beverages) -----	16	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	26	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	17	1 870	231	57	37
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	Retail stores <sup>2</sup> -----	136	74 107	10 456	2 433	1 540
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	13	18 588	1 923	430	167
541	Grocery stores-----	7	17 667	1 824	407	147
55 ex. 554	Automotive dealers -----	8	2 793	472	99	40
554	Gasoline service stations-----	6	2 835	383	79	74
56	Apparel and accessory stores-----	24	6 814	1 038	209	150
561	Men's and boys' clothing and furnishings stores -----	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	2 320	307	79	61
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	1 172	169	29	13
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	14	7 866	953	228	97
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	5 801	651	153	69
58	Eating and drinking places-----	31	(D)	(D)	(D)	(D)
5812	Eating places -----	26	8 348	2 357	597	535
5813	Drinking places (alcoholic beverages) -----	5	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	29	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	18	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stockton</b>					
	Retail stores <sup>2</sup> -----	1 137	568 471	73 075	17 182	9 970
52	Building materials, hardware, garden supply, and mobile home dealers -----	41	23 969	2 663	612	229
525	Hardware stores -----	7	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	34	(D)	(D)	(D)	(D)
53	General merchandise stores -----	19	(D)	16 620	3 798	2 303
531	Department stores <sup>3</sup> -----	9	(D)	(D)	(D)	(D)
533	Variety stores -----	5	4 030	598	156	141
539	Miscellaneous general merchandise stores -----	5	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	139	93 336	8 956	2 082	923
541	Grocery stores -----	89	85 277	7 854	1 827	701
55 ex. 554	Automotive dealers -----	98	131 289	13 020	3 054	910
554	Gasoline service stations -----	84	33 451	(D)	(D)	(D)
56	Apparel and accessory stores -----	76	24 625	4 073	982	745
561	Men's and boys' clothing and furnishings stores -----	19	6 815	1 219	291	152
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	6 959	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	11	(D)	973	241	272
566	Shoe stores -----	19	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	76	34 833	4 820	1 113	483
5712	Furniture stores -----	23	19 204	3 049	691	291
5713, 4, 9	Home furnishings stores -----	18	7 139	711	174	77
572, 3	Household appliance, radio, television, and music stores -----	35	8 490	1 060	248	115
58	Eating and drinking places -----	280	50 089	12 587	2 940	2 724
5812	Eating places -----	211	45 000	11 472	2 649	2 509
5813	Drinking places (alcoholic beverages) -----	69	5 089	1 115	291	215
591	Drug and proprietary stores -----	42	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	282	41 836	5 283	1 306	853
592	Liquor stores -----	44	(D)	1 196	279	194
594	Miscellaneous shopping goods stores -----	104	15 427	2 304	590	380
5992	Florists -----	12	2 044	362	82	59

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stockton, Calif., SMSA</b>					
	<b>Retail stores<sup>2</sup></b>	<b>2 762</b>	<b>1 109 632</b>	<b>132 316</b>	<b>30 908</b>	<b>18 083</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	134	68 369	6 646	1 454	604
525	Hardware stores	26	6 567	709	159	95
52 ex. 525	Other	108	61 802	5 937	1 295	509
53	<b>General merchandise group stores</b>	<b>46</b>	<b>136 328</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup>	11	120 311	17 007	3 788	2 305
533	Variety stores	16	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	19	(D)	864	196	110
54	<b>Food stores<sup>4</sup></b>	<b>357</b>	<b>240 499</b>	<b>22 215</b>	<b>5 123</b>	<b>2 287</b>
541	Grocery stores	230	220 861	19 782	4 544	1 866
55 ex. 554	<b>Automotive dealers</b>	<b>242</b>	<b>243 896</b>	<b>24 076</b>	<b>5 641</b>	<b>1 822</b>
554	<b>Gasoline service stations</b>	<b>228</b>	<b>84 693</b>	<b>5 551</b>	<b>1 363</b>	<b>980</b>
56	<b>Apparel and accessory stores</b>	<b>178</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores	32	(D)	1 645	364	209
562, 3, 8	Women's clothing and specialty stores and furriers	59	11 503	1 713	430	345
562	Women's ready-to-wear stores	49	11 043	1 678	422	332
565	Family clothing stores	36	17 285	2 481	564	507
566	Shoe stores	34	8 572	1 310	309	174
564, 9	Other apparel and accessory stores	17	1 091	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	<b>215</b>	<b>62 703</b>	<b>8 466</b>	<b>1 946</b>	<b>917</b>
5712	Furniture stores	50	27 202	4 084	940	434
5713, 4, 9	Home furnishings stores	67	14 830	1 969	449	213
572, 3	Household appliance, radio, television, and music stores	98	20 671	2 413	557	270
58	<b>Eating and drinking places</b>	<b>606</b>	<b>97 884</b>	<b>24 118</b>	<b>5 658</b>	<b>5 279</b>
5812	Eating places	438	85 550	21 701	5 034	4 822
5813	Drinking places (alcoholic beverages)	168	12 334	2 417	624	457
591	<b>Drug and proprietary stores</b>	<b>82</b>	<b>(D)</b>	<b>6 588</b>	<b>1 721</b>	<b>904</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	<b>674</b>	<b>75 562</b>	<b>8 358</b>	<b>2 036</b>	<b>1 344</b>
592	Liquor stores	80	23 953	1 807	427	335
594	Miscellaneous shopping goods stores	231	26 465	3 585	868	569
5992	Florists	34	3 735	657	152	113

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Stockton</b>					
	Retail stores <sup>2</sup> -----	264	101 150	14 057	3 236	2 383
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	1 349	216	58	48
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	9 036	1 238	278	280
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	19	3 354	330	67	60
55 ex. 554	Automotive dealers -----	26	53 453	6 003	1 408	712
554	Gasoline service stations -----	13	2 173	267	61	46
56	Apparel and accessory stores -----	25	9 567	1 930	449	389
561	Men's and boys' clothing and furnishings stores -----	3	2 243	565	132	90
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	4 503	893	211	219
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	2 635	420	101	57
5712	Furniture stores -----	5	1 345	224	54	29
5713, 4, 9	Home furnishings stores -----	4	383	61	17	9
572, 3	Household appliance, radio, television, and music stores -----	6	907	135	30	19
58	Eating and drinking places -----	91	7 471	1 857	407	435
5812	Eating places -----	58	5 337	1 371	303	336
5813	Drinking places (alcoholic beverages) -----	33	2 134	486	104	99
591	Drug and proprietary stores -----	8	2 522	412	100	75
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	57	9 590	1 384	307	281
592	Liquor stores -----	5	509	36	10	8
594	Miscellaneous shopping goods stores -----	23	3 740	619	128	118
5992	Florists -----	6	554	84	18	23

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Stockton</b>			
	Retail stores <sup>2</sup> -----	13.9	59.8	89.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	93.0	84.5
525	Hardware stores -----	-1.9	(D)	-12.7
52 ex. 525	Other -----	-71.3	101.3	109.2
53	General merchandise group stores -----	-44.9	(D)	52.0
531	Department stores <sup>3</sup> -----	-61.3	51.8	56.8
533	Variety stores-----	-0.2	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	-10.6	60.5	73.6
541	Grocery stores-----	(NA)	63.6	72.5
55 ex. 554	Automotive dealers -----	35.4	71.8	75.7
554	Gasoline service stations-----	3.0	49.2	86.5
56	Apparel and accessory stores-----	-20.1	21.9	(D)
561	Men's and boys' clothing and furnishings stores -----	-9.0	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-41.4	-26.0	-7.3
562	Women's ready-to-wear stores -----	(D)	-25.4	-6.4
565	Family clothing stores -----	33.7	128.3	(D)
566	Shoe stores -----	-26.2	41.2	(D)
564, 9	Other apparel and accessory stores -----	-33.8	(D)	41.3
57	Furniture, home furnishings, and equipment stores-----	73.1	62.3	69.5
5712	Furniture stores -----	112.5	(D)	32.0
5713, 4, 9	Home furnishings stores -----	(D)	(NC)	146.1
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	99.5
58	Eating and drinking places-----	19.8	80.8	79.0
5812	Eating places-----	29.6	102.6	93.0
5813	Drinking places (alcoholic beverages)-----	-5.0	-7.2	19.1
591	Drug and proprietary stores-----	26.8	(D)	76.2
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	43.1	(D)
592	Liquor stores -----	108.3	(D)	59.5
594	Miscellaneous shopping goods stores-----	-25.0	46.7	55.2
5992	Florists -----	29.8	(D)	(D)

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

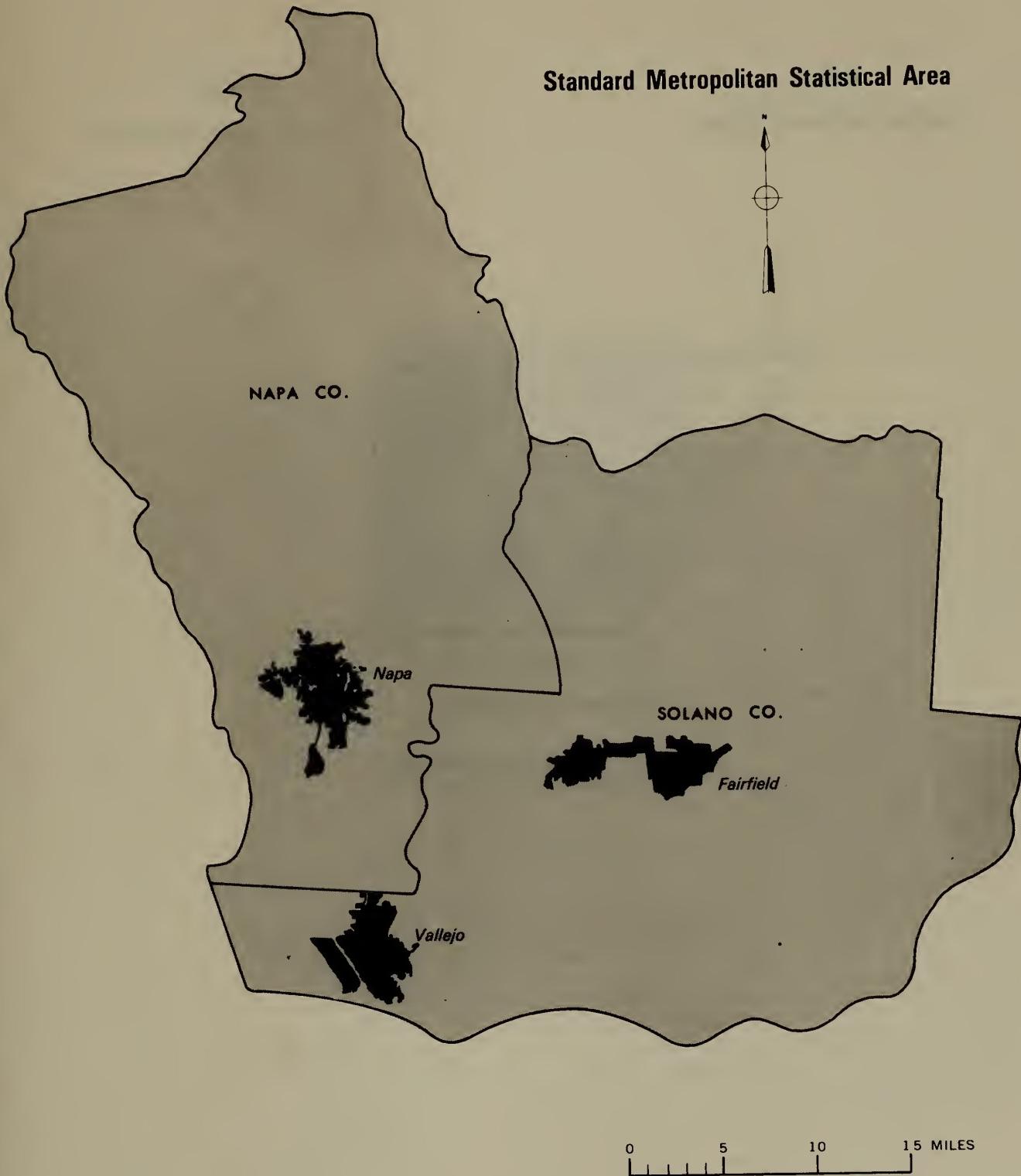
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Stockton</b>					
	Retail stores <sup>1</sup> -----	20.3	10.4	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	4.2	6.2
525	Hardware stores -----	72.7	(D)	(D)	(D)	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	5.6
53	General merchandise group stores -----	(D)	3.7	4.3	(D)	12.3
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	10.8
533	Variety stores -----	(D)	22.0	(D)	0.7	(D)
539	Miscellaneous general merchandise stores-----	17.4	6.2	(D)	(D)	(D)
54	Food stores <sup>3</sup> -----	3.2	1.2	2.6	16.4	21.7
541	Grocery stores -----	2.6	1.0	2.0	15.0	19.9
55 ex. 554	Automotive dealers -----	55.1	29.7	62.8	23.1	22.0
554	Gasoline service stations -----	6.7	2.6	1.9	5.9	7.6
56	Apparel and accessory stores -----	31.0	(D)	6.6	4.3	(D)
561	Men's and boys' clothing and furnishings stores -----	29.9	(D)	1.8	1.2	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	37.9	22.9	2.3	1.2	1.0
562	Women's ready-to-wear stores -----	(D)	23.9	2.3	(D)	1.0
565	Family clothing stores -----	32.6	(D)	(D)	(D)	1.6
566	Shoe stores -----	22.4	(D)	(D)	(D)	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.1
57	Furniture, home furnishings, and equipment stores -----	13.1	7.3	4.0	6.1	5.7
5712	Furniture stores -----	14.9	10.5	2.5	3.4	2.5
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	1.3	1.3
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.5	1.9
58	Eating and drinking places -----	17.9	9.1	7.8	8.8	8.8
5812	Eating places -----	15.4	8.1	6.0	7.9	7.7
5813	Drinking places (alcoholic beverages) -----	39.9	16.4	1.8	0.9	1.1
591	Drug and proprietary stores -----	(D)	(D)	2.8	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.4	6.8
592	Liquor stores -----	(D)	4.4	0.9	(D)	2.2
594	Miscellaneous shopping goods stores -----	18.2	10.6	2.4	2.7	2.4
5992	Florists -----	35.2	19.3	0.6	0.4	0.3

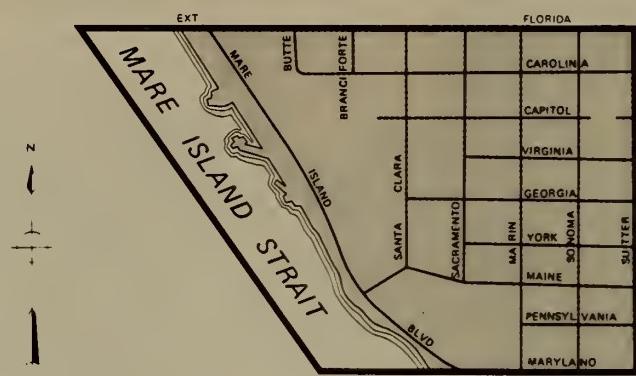
<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

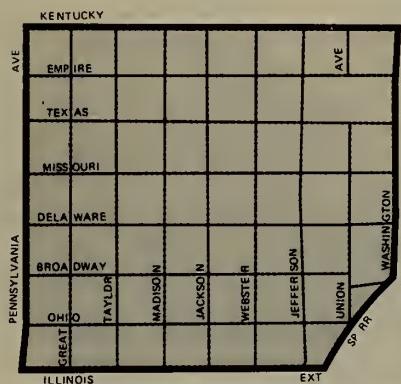
<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**VALLEJO-FAIRFIELD-NAPA**

**VALLEJO-FAIRFIELD-NAPA****Vallejo**  
**Central Business District**

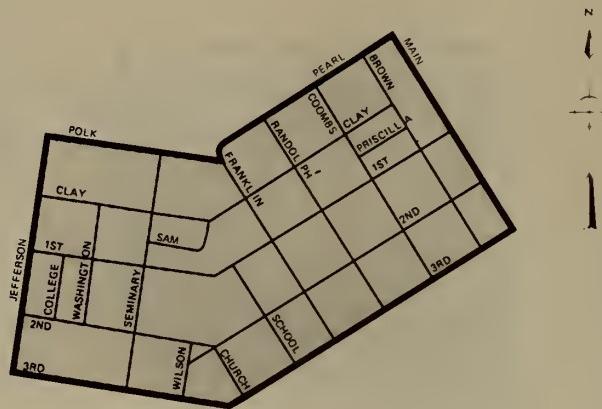
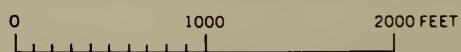
Comprising Census Tract 2509

0      1000      2000      3000 FEET

**VALLEJO-FAIRFIELD-NAPA****Fairfield**  
**Central Business District**

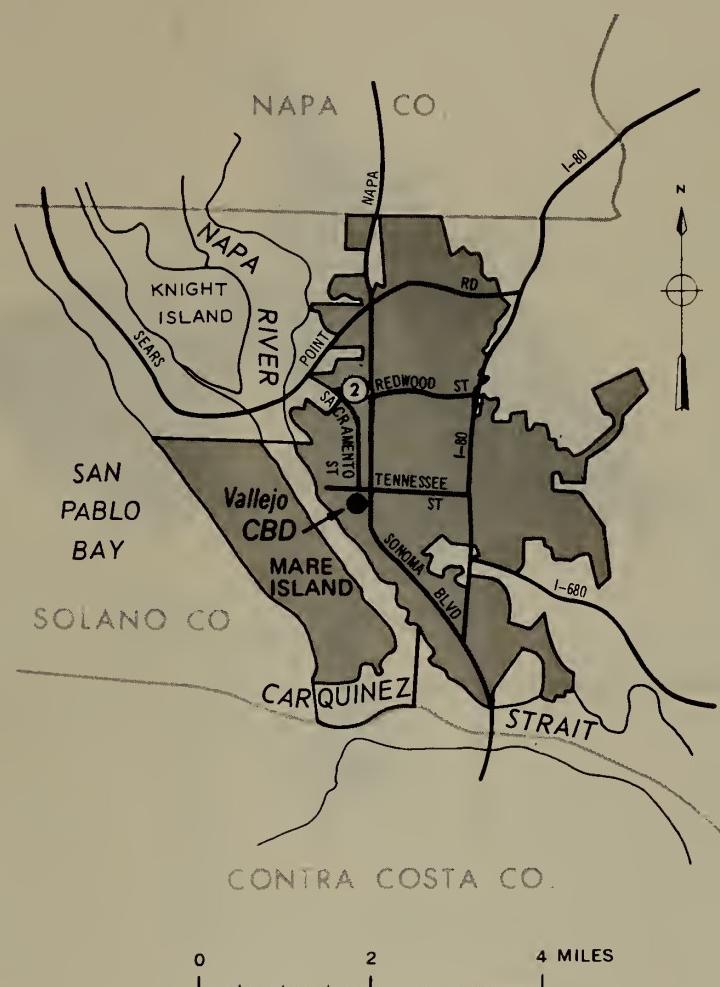
**Comprising Census Tract 2525.02**

0      1000      2000      3000 FEET

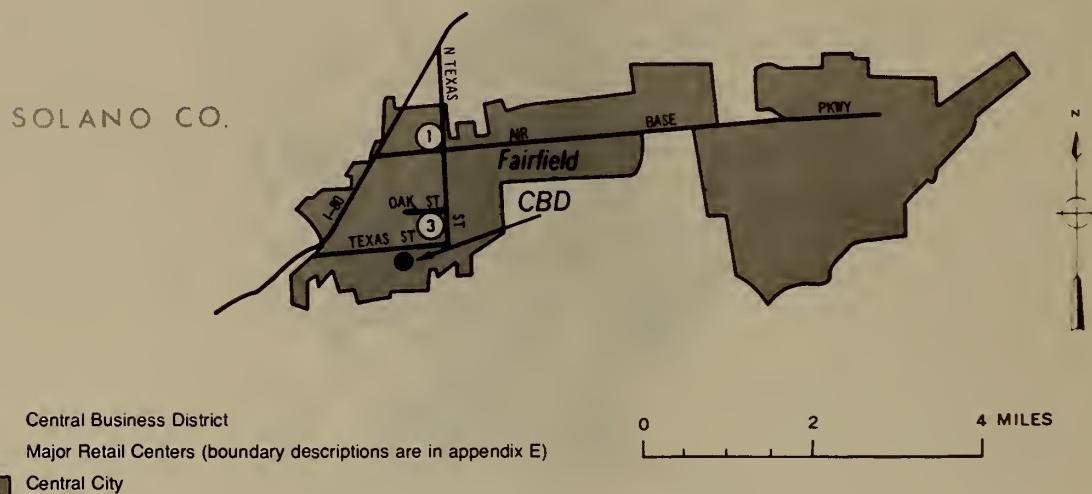
**VALLEJO-FAIRFIELD-NAPA****Napa  
Central Business District****Comprising Census Tract 2001**

# VALLEJO-FAIRFIELD-NAPA

**Vallejo**  
Major Retail Center

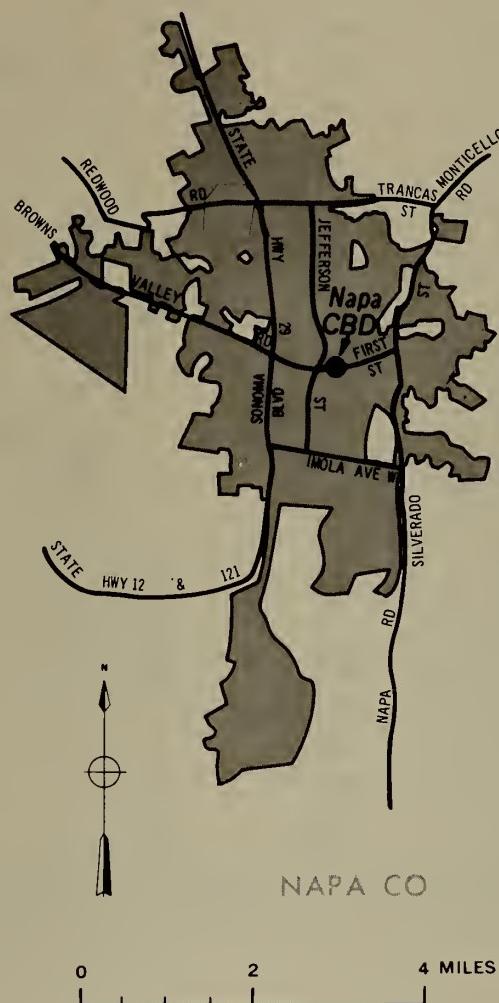


- Central Business District
- (1) Major Retail Center (boundary description is in appendix E)
- Central City

**VALLEJO-FAIRFIELD-NAPA****Fairfield**  
**Major Retail Centers**

**VALLEJO-FAIRFIELD-NAPA**

**Napa**  
**Central City**



- Central Business District
- Central City

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities			Central business districts
			Vallejo	Fairfield	Napa	
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number -----	2 234	545	313	597	88
	Sales (\$1,000) -----	934 252	(D)	(D)	(D)	30 247
	Payroll entire year (\$1,000) -----	114 792	34 706	(D)	(D)	4 323
	Paid employees for week including March 12 -----	15 585	4 243	(D)	(D)	543
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	794	201	107	196	24
	Sales (\$1,000) -----	356 389	(D)	(D)	(D)	7 328
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	629	141	92	200	43
	Sales (\$1,000) -----	195 210	68 838	47 059	53 544	10 722
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	811	203	114	201	21
	Sales (\$1,000) -----	382 653	114 895	(D)	(D)	12 197
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1, 2</sup> -----</b>	2 234	545	313	597	88
52	Building materials, hardware, garden supply, and mobile home dealers -----	112	22	10	40	1
525	Hardware stores -----	26	7	2	7	-
52 ex. 525	Other -----	86	15	8	33	1
53	<b>General merchandise group stores -----</b>	42	13	4	12	3
531	Department stores <sup>4</sup> -----	9	4	2	3	1
533	Variety stores -----	16	3	-	6	-
539	Miscellaneous general merchandise stores -----	17	6	2	3	2
54	<b>Food stores<sup>5</sup> -----</b>	273	62	32	80	5
541	Grocery stores -----	178	40	18	54	3
55 ex. 554	<b>Automotive dealers -----</b>	192	59	30	49	4
554	<b>Gasoline service stations -----</b>	195	48	31	49	5
56	<b>Apparel and accessory stores -----</b>	151	22	31	54	12
561	Men's and boys' clothing and furnishings stores -----	21	4	6	8	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	53	7	11	16	4
562	Women's ready-to-wear stores -----	49	7	10	15	4
565	Family clothing stores -----	29	1	4	14	1
566	Shoe stores -----	30	7	5	11	3
564, 9	Other apparel and accessory stores -----	18	3	5	5	2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	201	51	33	59	8
5712	Furniture stores -----	52	18	8	14	4
5713, 4, 9	Home furnishings stores -----	57	11	5	16	1
572, 3	Household appliance, radio, television, and music stores -----	92	22	20	29	3
58	<b>Eating and drinking places -----</b>	475	128	68	103	17
5812	Eating places -----	358	94	54	80	11
5813	Drinking places (alcoholic beverages) -----	117	34	14	23	6
591	<b>Drug and proprietary stores -----</b>	46	11	7	13	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	547	129	67	138	31
592	Liquor stores -----	67	21	11	11	-
594	Miscellaneous shopping goods stores -----	235	55	24	75	20
5992	Florists -----	27	5	6	5	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Central business districts—Con.		Major retail centers		
		Fairfield	Napa	No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1, 2</sup></b>					
	Number .....	44	92	28	101	54
	Sales (\$1,000) .....	9 072	37 873	26 685	105 318	55 631
	Payroll entire year (\$1,000) .....	1 507	4 878	3 403	13 922	6 225
	Paid employees for week including March 12 .....	213	765	445	1 661	798
54, 58, 591	<b>Convenience goods stores:</b>					
	Number .....	15	25	12	34	18
	Sales (\$1,000) .....	3 973	9 907	6 058	27 522	19 371
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number .....	20	52	7	31	13
	Sales (\$1,000) .....	3 706	25 642	16 180	43 685	17 396
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number .....	9	15	9	36	23
	Sales (\$1,000) .....	1 393	2 324	4 447	34 111	18 864
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1, 2</sup></b> .....	44	92	28	101	54
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	1	4	1	5	3
525	<b>Hardware stores</b> .....	-	2	1	-	-
52 ex. 525	<b>Other</b> .....	1	2	-	5	3
53	<b>General merchandise group stores</b> .....	-	6	3	5	1
531	<b>Department stores<sup>4</sup></b> .....	-	2	1	3	1
533	<b>Variety stores</b> .....	-	3	-	1	-
539	<b>Miscellaneous general merchandise stores</b> .....	-	1	2	1	-
54	<b>Food stores<sup>5</sup></b> .....	7	7	1	9	4
541	<b>Grocery stores</b> .....	5	4	1	6	3
55 ex. 554	<b>Automotive dealers</b> .....	1	1	4	16	6
554	<b>Gasoline service stations</b> .....	1	2	3	5	7
56	<b>Apparel and accessory stores</b> .....	9	25	1	8	2
561	<b>Men's and boys' clothing and furnishings stores</b> .....	2	2	-	2	-
562, 3, 8	<b>Women's clothing and specialty stores and furriers</b> .....	3	9	1	2	1
562	<b>Women's ready-to-wear stores</b> .....	3	8	1	2	1
565	<b>Family clothing stores</b> .....	2	6	-	-	-
566	<b>Shoe stores</b> .....	1	8	-	3	-
564, 9	<b>Other apparel and accessory stores</b> .....	1	-	-	1	1
57	<b>Furniture, home furnishings, and equipment stores</b> .....	7	7	3	8	8
5712	<b>Furniture stores</b> .....	2	1	1	5	1
5713, 4, 9	<b>Home furnishings stores</b> .....	1	1	-	1	-
572, 3	<b>Household appliance, radio, television, and music stores</b> .....	4	5	2	2	7
58	<b>Eating and drinking places</b> .....	7	15	10	22	12
5812	<b>Eating places</b> .....	6	10	9	19	11
5813	<b>Drinking places (alcoholic beverages)</b> .....	1	5	1	3	1
591	<b>Drug and proprietary stores</b> .....	1	3	1	3	2
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> .....	10	22	1	20	9
592	<b>Liquor stores</b> .....	-	1	-	4	3
594	<b>Miscellaneous shopping goods stores</b> .....	4	14	-	10	2
5992	<b>Florists</b> .....	-	2	-	2	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	101	105 318	13 922	3 162	1 661
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	3 267	353	82	33
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	5	3 267	353	82	33
53	General merchandise group stores -----	5	35 659	5 157	1 175	875
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	9	16 721	1 745	390	156
541	Grocery stores -----	6	16 264	1 702	381	149
55 ex. 554	Automotive dealers -----	18	27 113	3 031	658	188
554	Gasoline service stations -----	5	2 381	201	60	44
56	Apparel and accessory stores -----	8	1 824	245	63	40
561	Men's and boys' clothing and furnishings stores -----	2	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	2	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	-	-	-	-
566	Shoe stores -----	3	802	83	20	8
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	8	4 126	645	145	63
5712	Furniture stores -----	5	2 583	364	87	34
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	22	7 211	1 593	326	335
5812	Eating places -----	19	7 069	1 563	317	324
5813	Drinking places (alcoholic beverages) -----	3	142	30	9	11
591	Drug and proprietary stores -----	3	3 590	458	146	46
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	20	3 426	494	117	81
592	Liquor stores -----	4	877	107	24	16
594	Miscellaneous shopping goods stores -----	10	2 076	290	71	41
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Vallejo</b>					
	<b>Retail stores<sup>2</sup></b>	545	(D)	34 706	8 110	4 243
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b>	22	10 689	1 295	284	113
525	Hardware stores	7	(D)	253	57	26
52 ex. 525	Other	15	(D)	1 042	207	87
53	<b>General merchandise group stores</b>	13	(D)	5 987	1 385	799
531	Department stores <sup>3</sup>	4	36 437	5 481	1 259	720
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	6	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b>	62	57 073	5 929	1 362	572
541	Grocery stores	40	52 758	5 216	1 198	476
55 ex. 554	<b>Automotive dealers</b>	59	74 474	7 782	1 775	514
554	<b>Gasoline service stations</b>	48	(D)	1 451	385	267
56	<b>Apparel and accessory stores</b>	22	(D)	710	189	122
561	Men's and boys' clothing and furnishings stores	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	7	1 193	143	33	40
562	Women's ready-to-wear stores	7	1 193	143	33	40
565	Family clothing stores	1	(D)	(D)	(D)	(D)
566	Shoe stores	7	(D)	247	62	25
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b>	51	16 299	2 677	657	277
5712	Furniture stores	18	(D)	1 339	332	129
5713, 4, 9	Home furnishings stores	11	(D)	300	60	32
572, 3	Household appliance, radio, television, and music stores	22	5 847	1 038	265	116
58	<b>Eating and drinking places</b>	128	20 922	5 233	1 173	1 054
5812	Eating places	94	(D)	4 596	1 009	944
5813	Drinking places (alcoholic beverages)	34	(D)	637	164	110
591	<b>Drug and proprietary stores</b>	11	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b>	129	(D)	(D)	(D)	(D)
592	Liquor stores	21	(D)	462	111	100
594	Miscellaneous shopping goods stores	55	7 180	1 090	266	161
5992	Florists	5	(D)	146	30	29

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Fairfield</b>					
	Retail stores <sup>2</sup> -----	313	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	10	9 942	(D)	(D)	(D)
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	8	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	29 005	3 672	814	555
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	32	27 246	2 594	563	265
541	Grocery stores-----	18	26 183	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	30	40 607	4 575	1 061	349
554	Gasoline service stations-----	31	18 426	(D)	(D)	(D)
56	Apparel and accessory stores-----	31	5 974	617	141	118
561	Men's and boys' clothing and furnishings stores -----	6	1 207	136	26	25
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	2 762	216	51	40
562	Women's ready-to-wear stores -----	10	1 054	117	27	22
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	904	107	30	21
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	33	8 732	980	344	180
5712	Furniture stores -----	8	3 183	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	5	474	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	20	5 075	(D)	(D)	(D)
58	Eating and drinking places-----	68	16 575	3 630	793	771
5812	Eating places -----	54	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	14	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	7	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	67	(D)	(D)	(D)	(D)
592	Liquor stores -----	11	2 261	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	24	3 348	507	114	69
5992	Florists -----	6	795	123	41	34

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Napa</b>					
	Retail stores <sup>2</sup> -----	597	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	40	20 849	2 341	537	289
525	Hardware stores -----	7	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	33	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	(D)	3 082	706	477
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	6	4 728	604	143	115
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	80	63 320	6 632	1 503	694
541	Grocery stores -----	54	59 182	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	49	58 621	(D)	(D)	(D)
554	Gasoline service stations -----	49	18 824	(D)	(D)	(D)
56	Apparel and accessory stores -----	54	10 153	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	8	(D)	144	38	19
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	(D)	383	89	67
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	14	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	134	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	59	(D)	1 432	338	172
5712	Furniture stores -----	14	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	16	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	29	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	103	19 884	4 840	1 070	1 084
5812	Eating places -----	60	17 868	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	23	2 016	(D)	(D)	(D)
591	Drug and proprietary stores -----	13	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	138	(D)	(D)	(D)	(D)
592	Liquor stores -----	11	(D)	259	64	58
594	Miscellaneous shopping goods stores -----	75	8 002	917	235	154
5992	Florists -----	5	(D)	117	28	21

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Vallejo-Fairfield-Napa, Calif., SMSA</b>					
	Retail stores <sup>2</sup> -----	2 234	934 252	114 792	26 680	15 585
52	Building materials, hardware, garden supply, and mobile home dealers -----	112	81 182	6 593	1 485	682
525	Hardware stores -----	26	6 254	(D)	(D)	(D)
52 ex. 525	Other -----	86	54 928	(D)	(D)	(D)
53	General merchandise group stores -----	42	98 717	13 300	3 039	1 929
531	Department stores <sup>3</sup> -----	9	79 608	11 037	2 502	1 560
533	Variety stores-----	16	(D)	1 254	299	229
539	Miscellaneous general merchandise stores-----	17	(D)	1 009	238	140
54	Food stores <sup>4</sup> -----	273	215 418	22 002	5 000	2 191
541	Grocery stores-----	178	201 943	19 816	4 482	1 828
55 ex. 554	Automotive dealers -----	192	205 920	21 453	4 939	1 553
554	Gasoline service stations-----	195	79 507	5 386	1 325	954
56	Apparel and accessory stores-----	151	28 122	3 367	841	607
561	Men's and boys' clothing and furnishings stores -----	21	3 610	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	53	7 711	900	213	192
562	Women's ready-to-wear stores -----	49	(D)	(D)	(D)	(D)
565	Family clothing stores -----	29	10 123	1 214	291	220
566	Shoe stores -----	30	5 817	709	196	104
564, 9	Other apparel and accessory stores -----	18	861	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	201	43 793	6 040	1 543	736
5712	Furniture stores -----	52	18 388	2 557	604	270
5713, 4, 9	Home furnishings stores -----	57	7 122	1 061	232	114
572, 3	Household appliance, radio, television, and music stores -----	92	18 283	2 422	707	352
58	Eating and drinking places-----	475	98 189	24 590	5 445	5 112
5812	Eating places -----	358	87 264	22 344	4 887	4 679
5813	Drinking places (alcoholic beverages) -----	117	10 925	2 246	558	433
591	Drug and proprietary stores -----	48	42 782	4 957	1 264	561
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	547	60 622	7 104	1 799	1 260
592	Liquor stores -----	67	18 888	1 587	415	352
594	Miscellaneous shopping goods stores-----	235	24 578	3 307	790	531
5992	Florists -----	27	2 883	485	127	107

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Vallejo-Fairfield-Napa SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

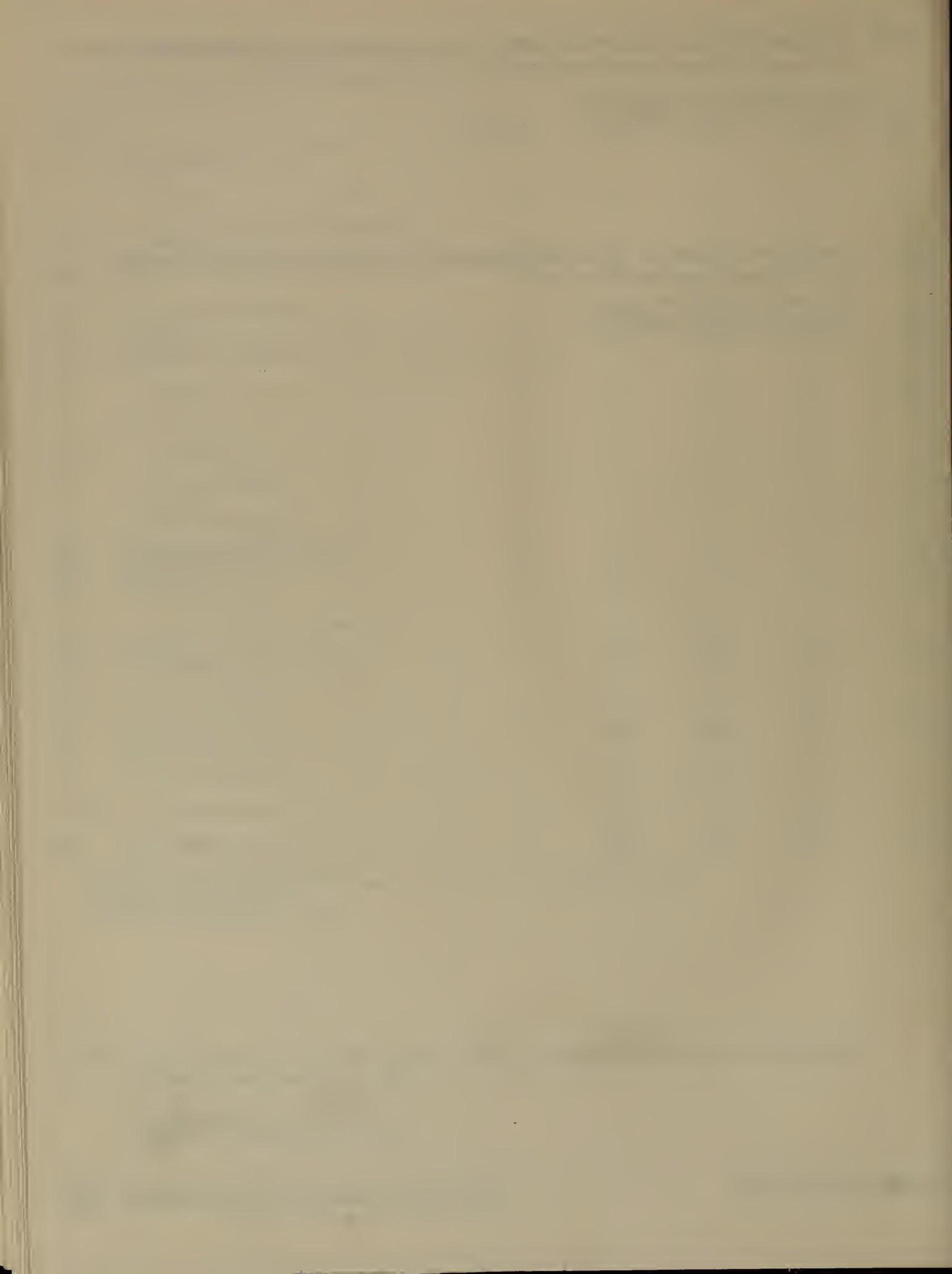
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Vallejo-Fairfield-Napa SMSA in 1977

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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Vallejo-Fairfield-Napa SMSA in 1977

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## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

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<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

## General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

#### Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

**General line sporting goods stores (SIC 5941 pt.)**—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

**Specialty line sporting goods stores (SIC 5941 pt.)**—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

**Book stores (SIC 5942)**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

**Stationery stores (SIC 5943)**—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

**Jewelry stores (SIC 5944)**—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

**Hobby, toy, and game shops (SIC 5945)**—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

**Camera and photographic supply stores (SIC 5946)**—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

**Gift, novelty, and souvenir shops (SIC 5947)**—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

**Luggage and leather goods stores (SIC 5948)**—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Sewing, needlework, and piece goods stores (SIC 5949)**—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

### 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

**NOTICE** — Response to this Inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report, please refer to this Census File Number

Employer Identification Number

**Important** — PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this form and RETURN TO

BUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only

Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

Please correct errors in name, address and ZIP code. ENTER street end number if not shown.

► Item 1 — PHYSICAL LOCATION OF ESTABLISHMENT — In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items e through g.

a. Address number and street name of physical location — If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or route route.

Mark (X) for a, b, c, and d if same as mailing label; If different show corrections.

Same as mailing label OR ►

b. Name of city, town, village, borough, etc. of physical location

Same as mailing label OR ►

c. State

Same as mailing label OR ►

d. ZIP code

Same as mailing label OR ►

e. Type of municipality indicated in 1b

1   City	4   Borough	7   Other — Specify _____
2   Town	5   Township	
3   Village	6   Unincorporated	8   Don't know

Mark (X) one

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 | Yes

2 | No

NOTE — The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

3 | No legal boundaries

4 | Don't know

g. Name of county (Louisiana parish) of physical location

► Item 2 — EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

► Item 3 — OPERATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001    1 | In operation
- 2 | Temporarily or seasonally inactive
- 3 | Ceased operation — Give date →
- 4 | Sold or leased to } Give date → AND name, etc.

Month	Day	Year

Name of new owner or operator

Number and street

City                      State                      ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months  
002

1 | YES

2 | NO — Enter current EI number →

(9 digits)

► Item 4 — ORGANIZATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment during 1977.

003    1 | Individual proprietorship

2 | Partnership

3 | Cooperative association

4 | Governmental — Specify \_\_\_\_\_

5 | Corporation (other than specified above)

6 | Other — Specify \_\_\_\_\_

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004    1 | YES

2 | NO

**Important — Please read**

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28 → • PREFERRED method . . . . .

• PREFERRED method . . . . .

Acceptable method . . . . .

Mil.    Thou.    Dol.

1    125   

1    125    628

► Item 5 — DOLLAR VOLUME OF BUSINESS IN 1977

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.    Thou.    Dol.

010            

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011    1 | YES

2 | NO

If "YES," report the amount of such taxes (DO NOT include taxes in 5a above)

Mil.    Thou.    Dol.

012            

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above) →

013            

► Item 6 — PAYROLL AND EMPLOYMENT

a. Payroll

Mil.    Thou.    Dol.

030            

(1) Total ANNUAL payroll in 1977 before deductions

031            

(2) Payroll for the FIRST QUARTER of 1977

032 MAR    033 MAY    034 AUG    035 NOV

b. Employment — Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

## ► Item 7 — METHOD OF SELLING — Mark (X) the ONE box which best describes this establishment's principal method of selling.

300  
 1 Selling at this establishment    2 Mail order (catalog selling)    3 House-to-house or telephone (direct selling)    4 Operating merchandise vending machines

## ► Item 8 — DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

302

1 YES  
2 NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

Name of establishment

Kind of business

Enter number — List each one in b below

## ► Item 9 — DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977?

(Exclude coin-operated amusement or vending machine space leased to others)

304

Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

1 YES →  
2 NO — SKIP to item 10

■ Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305 1		306		307	1		308 1 [ ] YES 2 [ ] NO	309 1 [ ] YES 2 [ ] NO
305 2		306		307			308 1 [ ] YES 2 [ ] NO	309 1 [ ] YES 2 [ ] NO
305 3		306		307			308 1 [ ] YES 2 [ ] NO	309 1 [ ] YES 2 [ ] NO

## ► Item 15 — OWNERSHIP OR CONTROL — Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company?

1 YES →

2 NO

Owning or controlling company

EI No. (9 digits)

b. Does this company own or control any other company or companies?

1 YES →

2 NO

Owned or controlled company

EI No. (9 digits)

## ► Item 16 — LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 YES — Answer (b) and (c)

2 NO — Do not complete (b) and (c) below.  
Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location — including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a1 and 6a2 b1			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b c1		Kind of business of each location Describe d1	
080	Name	Sales and receipts	081	Thou.	Dol.	084 MAR	085 MAY	088 Census use only
	Number and street of physical location	Total annual payroll	082			086 AUG	087 NOV	
	City      State      ZIP code	1st quarter payroll	083					

080	Name  Number and street of physical location  City      State      ZIP code	Sales and receipts	081	Thou.	Dol.	084 MAR	085 MAY	088 Census use only
		Total annual payroll	082			086 AUG	087 NOV	
		1st quarter payroll	083					
	TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)	Sales and receipts				MAR	MAY	
		Total annual payroll				AUG	NOV	
		1st quarter payroll						

## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report-ing form CB-	SIC code	Title	Report-ing form CB-
52	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
5399			5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5399			5661 PT.	Family shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5681	Furriers and fur shops . . . . .	56
5411	Grocery stores . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54			
5423 PT.	Meat markets . . . . .	54			
5423 PT.	Fish (seafood) markets . . . . .	54			
5431	Fruit stores and vegetable markets . . . . .	54			
5441	Candy, nut, and confectionery stores . . . . .	54			
5451	Dairy products stores . . . . .	54			
5462	Retail bakeries—baking and selling . . . . .	54			
5463	Retail bakeries—selling only . . . . .	54			
5499	Miscellaneous food stores . . . . .	54			
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5722	Household appliance stores . . . . .	57A
5511 PT.	Dealers with domestic car franchise only . . . . .	55A	5732	Radio and television stores . . . . .	57A
5511 PT.	Dealers with imported car franchise only . . . . .	55A	5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic, import car franchises . . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5521	Motor vehicle dealers—used cars only . . . . .	55A			
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	58	<b>EATING AND DRINKING PLACES</b>	
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Restaurants and lunchrooms . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Social caterers . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Cafeterias . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5812 PT.	Refreshment places . . . . .	58
5571	Motorcycle dealers . . . . .	55C	5812 PT.	Contract feeding . . . . .	58
5599	Automotive dealers, n.e.c. . . . .	55C	5813	Ice cream, frozen custard stands . . . . .	58
				Drinking places (alcoholic beverages) . . . . .	58

SIC code	Title	Report-ing form CB—	SIC code	Title	Report-ing form CB—
<b>59 MISCELLANEOUS RETAIL STORES</b>					
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators.....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G			
5931	Used merchandise stores .....	59G			
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Furniture, home furnishings, equipment—direct selling .....	57A
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Mobile food service—direct selling .....	58
5942	Book stores .....	59B	5963 PT.	Books and stationery—direct selling .....	59B
5943	Stationery stores .....	59B	5963 PT.	Other direct selling .....	59G
5944	Jewelry stores .....	59D	5982	Fuel and ice dealers, n.e.c. ....	59E
5945	Hobby, toy, and game shops .....	59B	5983	Fuel oil dealers .....	59E
5946	Camera and photographic supply stores .....	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5947	Gift, novelty, and souvenir shops .....	59B	5992	Florists .....	59F
5948	Luggage and leather goods stores .....	59B	5993	Cigar stores and stands .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5994	News dealers and newsstands .....	59G
5961 PT.	Department store merchandise—mail order .....	53A	5999 PT.	Pet shops .....	59G
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.	Typewriter stores .....	59B
5961 PT.	Other mail-order houses .....	53A	5999 PT.	Optical goods stores .....	59G
				Other retail stores, n.e.c. ....	59G

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

**LOS ANGELES-LONG BEACH-ANAHEIM SCSA<sup>1</sup>**

Consists of Los Angeles-Long Beach, Calif., SMSA; Anaheim-Santa Ana-Garden Grove, Calif., SMSA; Riverside-San Bernardino-Ontario, Calif., SMSA; and Oxnard-Simi Valley-Ventura, Calif., SMSA

**SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF., SCSA<sup>1</sup>**

Consists of San Francisco-Oakland, Calif., SMSA; San Jose, Calif., SMSA; and Vallejo-Fairfield-Napa, Calif., SMSA

**ANAHEIM-SANTA ANA-GARDEN GROVE SMSA**

Coextensive with Orange County, Calif.

**BAKERSFIELD SMSA**

Coextensive with Kern County, Calif.

**FRESNO SMSA**

Coextensive with Fresno County, Calif.

**LOS ANGELES-LONG BEACH SMSA**

Coextensive with Los Angeles County, Calif.

**MODESTO SMSA**

Coextensive with Stanislaus County, Calif.

**OXNARD-SIMI VALLEY-VENTURA SMSA**

Coextensive with Ventura County, Calif.

**RIVERSIDE-SAN BERNARDINO-ONTARIO SMSA**

Consists of Riverside and San Bernardino Counties, Calif.

**SACRAMENTO SMSA**

Consists of Placer, Sacramento, and Yolo Counties, Calif.

**SALINAS-SEASIDE-MONTEREY SMSA**

Coextensive with Monterey County, Calif.

**SAN DIEGO SMSA**

Coextensive with San Diego County, Calif.

**SAN FRANCISCO-OAKLAND SMSA**

Consists of Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, Calif.

**SAN JOSE SMSA**

Coextensive with Santa Clara County, Calif.

**SANTA BARBARA-SANTA MARIA-LOMPOC SMSA**

Coextensive with Santa Barbara County, Calif.

**SANTA CRUZ SMSA**

Coextensive with Santa Cruz County, Calif.

**SANTA ROSA SMSA**

Coextensive with Sonoma County, Calif.

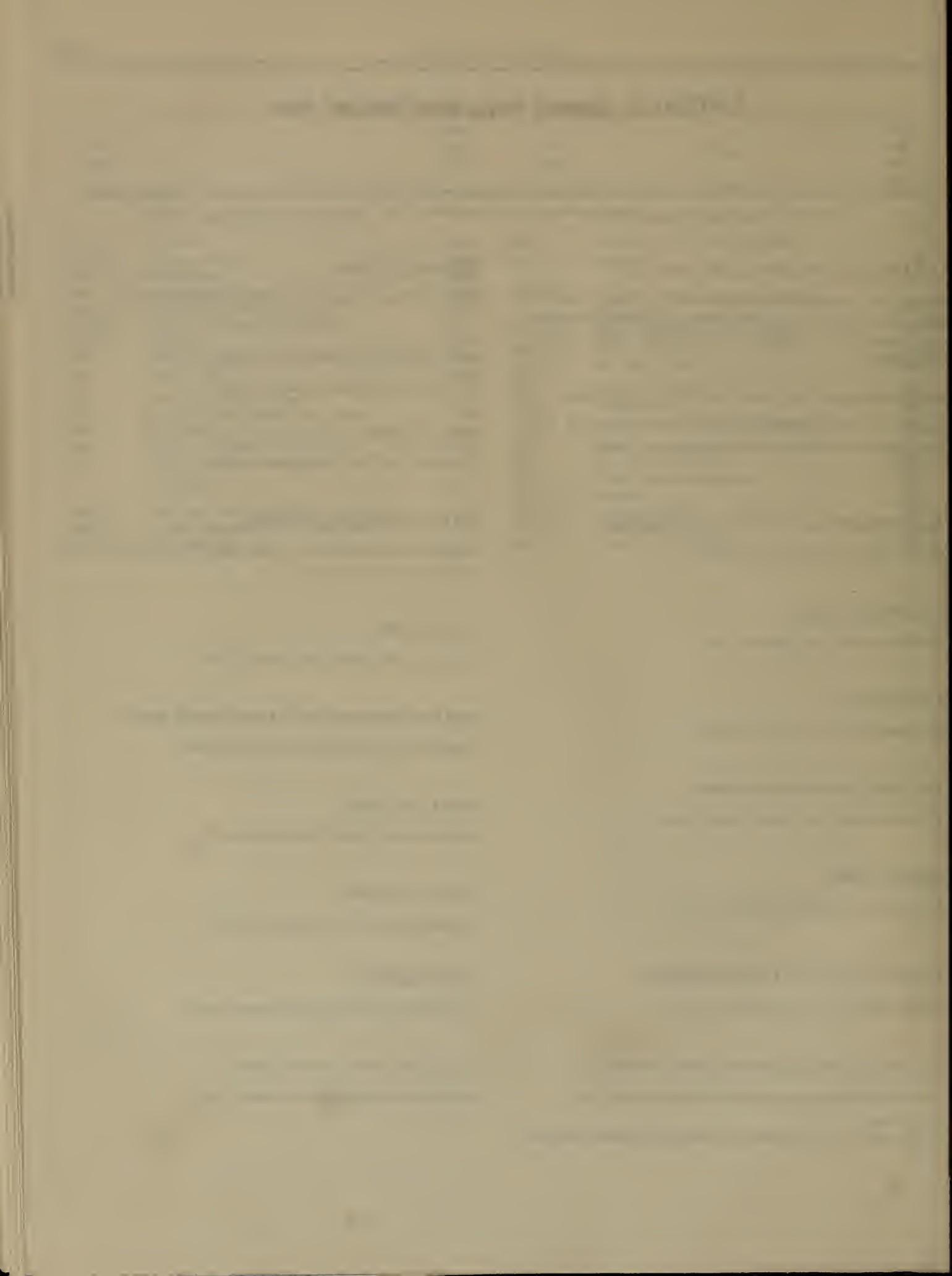
**STOCKTON SMSA**

Coextensive with San Joaquin County, Calif.

**VALLEJO-FAIRFIELD-NAPA SMSA**

Consists of Napa and Solano Counties, Calif.

<sup>1</sup> No MRC data are published for Standard Consolidated Statistical Areas.



## APPENDIX E. Major Retail Centers

### **ANAHEIM—SANTA ANA—GARDEN GROVE, CALIF., SMSA**

MRC No. 1—Includes the planned center known as "Anaheim Plaza" and establishments in the area bounded by the flood control channel, North Loara St., Santa Ana Freeway, and North Euclid Ave. (Anaheim) (In tracts 866.02, 872, and 867.02)

MRC No. 2—Includes the planned center known as "Westminster Mall" bounded by U.S. Navy Dr., San Diego Freeway, Golden West Ave., Bolsa Ave., and Edwards Ave. (Westminster) (In tract 996.01)

MRC No. 3—Includes the planned centers known as "Fashion Square," "Town and Country Center," and "Main Street Shopping Center" and establishments in the area bounded by Garden Grove Freeway, Lawson Way, Owens Dr., Roe Dr., and Santa Ana Freeway. (Santa Ana and Orange) (In tract 760)

MRC No. 4—Includes the planned center known as "Homer Plaza" and establishments on the north side of West 17th St. from Baker St. to the 1600 block. (Santa Ana) (In tract 753.02)

MRC No. 5—Includes the planned center known as "Brea Mall" bounded by Birch St., Orange Freeway, Imperial Hwy., and Randolph Ave. (Brea, Orange County) (In tract 15.04)

MRC No. 6—Includes the planned center known as "The City" and establishments in the area bounded by West Chapman Ave., The City Dr., Garden Grove Freeway, and Lewis St. (Orange) (In tract 761.02)

MRC No. 7—Includes the planned center known as "Orangefair Mall" and establishments in the area bounded by East Orangethorpe Ave., South Lemon St., East Orangefair Ave., and South Harbor Blvd. (Fullerton) (In tracts 116.01 and 116.02)

MRC No. 8—Includes the planned center known as "Buena Park Center" and establishments on La Palma Ave. from Stanton Ave. to Dale Ave. (Buena Park) (In tract 1104.02)

MRC No. 9—Includes the planned center known as "Fashion Square" and establishments in the area bounded by the flood control channel, Idaho St., Imperial Hwy., and Beach Blvd. (La Habra) (In tract 13.01)

MRC No. 10—Includes the planned centers known as "Laguna Hills Mall," "Mission Park," "K-Mart Plaza," and "Toro Center" and adjacent establishments on El Toro Rd. and Rockfield Blvd. (Orange County) (In tracts 524.11, 320.14 and 626.08)

MRC No. 11—Includes the planned center known as "Fashion Island" at the intersection of San Joaquin Hills Rd. and Jamboree Rd. (Newport Beach) (In tract 630.08)

### **ANAHEIM—SANTA ANA—GARDEN GROVE, CALIF., SMSA—Con.**

MRC No. 12—Includes the planned center known as "Huntington Center" bounded by San Diego Freeway, Beach Blvd., Edinger Ave., Southern Pacific RR., and the north property line of Huntington Center. (Huntington Beach) (In tract 997.03)

MRC No. 13—Includes the planned centers known as "South Coast Plaza" and "South Coast Village" and establishments in the area bounded by Alton Ave., Bristol St., San Diego Freeway, and Bear St. (Santa Ana and Costa Mesa) (In tracts 639.07, 740.06 and 741.05)

MRC No. 14—Includes the planned center known as "The Mall of Orange" and establishments on Meats Ave. from Newport Freeway to Canal St. and Heim Ave. (Orange) (In tracts 758.02, 758.03 and 762.08)

MRC No. 15—Includes establishments on Harbor Blvd. from Orangewood Ave. to Lampson Ave. (Anaheim and Garden Grove) (In tracts 884.02 and 884.03)

### **BAKERSFIELD, CALIF., SMSA**

MRC No. 1—Includes establishments on Ming Ave. from Highway 99 to Valhalla Dr. (Bakersfield) (In tracts 28.02 and 28.03)

MRC No. 2—Includes the planned center known as "Valley Plaza Shopping Center" and establishments on Ming Ave. from Highway 99 to Hughes Ln., on Wible Rd. from Ming Ave. to Wilson Rd., and on Wilson Rd. from Real Rd. to Christopher Ct. (Bakersfield) (In tracts 27, 28.03, and 29)

MRC No. 3—Includes the planned center known as "Stockdale Shopping Center" and establishments on California Ave. from Stockdale Ave. to Oak St., on Oak St. from California Ave. to Brundage Ln., and on Brundage Ln. from Chester Ave. to Oak St. (Bakersfield) (In tracts 18, 19.01 and 19.02)

### **FRESNO, CALIF., SMSA**

MRC No. 1—Includes the planned centers known as "Manchester Mall" and "Manchester Center" and establishments on North Blackstone Ave. from East Shields Ave. to East Dakota Ave., and adjacent establishments on East Dayton St. and East Shields Ave. (Fresno) (In tract 51)

MRC No. 2—Includes the planned centers known as "Zodys Shopping Center" and "Montgomery Ward Shopping Center" and establishments on North Blackstone Ave. from West Escalon Ave. to Barstow Ave. (Fresno and Fresno County) (In tracts 45.01 and 45.02)

## FRESNO, CALIF., SMSA—Con.

MRC No. 3—Includes the planned center known as "Eastgate Shopping Center" and establishments on East Kings Canyon Rd. from Dearing St. to Winery Ave. (Fresno) (In tracts 13, 14.01, 27 and 29.02)

MRC No. 4—Includes the planned center known as "Northgate Shopping Center" and establishments on Northstone Ave. from Fairmont Ave. to Barstow Ave. (Fresno and Fresno County) (In tracts 45.02 and 50)

MRC No. 5—Includes the planned centers known as "Fashion Fair Shopping Center" and "North Fashion Fair Shopping Center" and establishments on East Shaw Ave. from 333 to North Fisher St., and adjacent establishments on North Fresno and North First Sts. (Fresno) (In tracts 45.02, 50, 53.02 and 54.01)

MRC No. 6—Includes establishments on North Blackstone Ave. from East Dakota Ave. to East Fairmont St. and adjacent establishments on East Dakota Ave., East Ashlan Ave., East Gettysburg Ave., and East Griffith Way. (Fresno and Fresno County) (In tracts 49, 50 and 51)

## LOS ANGELES-LONG BEACH, CALIF., SMSA

MRC No. 1—Includes establishments on both sides of Chatsworth St. from Lindley Ave. to White Oak Ave., and on Zelzah Ave. from Los Alimos St. to Kingsbury St. (Los Angeles) (In tracts 1112.02 and 1113.01)

MRC No. 2—Includes the planned center known as "Hawthorne Plaza" in the area bounded by 120th St., Birch St., El Segundo Blvd., and Hawthorne Blvd. (Hawthorne) (In tract 6012.02)

MRC No. 3—Includes establishments on W. Avenue "K" and on N. 10th St. West. (Lancaster) (In tracts 9007.01 and 9007.02)

MRC No. 4—Includes establishments on both sides of Alondra Blvd. from the San Gabriel River Frwy. to Crossdale Ave. and on Studebaker Rd. from Hayford St. to Alondra Blvd. (Norwalk, Cerritos) (In tracts 5529, 5530, and 5545.02)

MRC No. 5—Includes establishments on N. Long Beach Blvd. from Louise St. to 49th St. and establishments on E. Market St. from N. Long Beach Blvd. to Cedar Ave. (Los Angeles County) (In tracts 5703.02 and 5717)

MRC No. 6—Includes the planned centers known as "Santa Barbara Plaza," "May Company Center," "Crenshaw Shopping Center" and "Crenshaw Square" and establishments in the area bounded by Rodeo Rd., Norton Ave., Coliseum St., Bronson Ave., McClung Dr., 43rd St., Crenshaw Blvd., Stocker St., Rosalia Dr., Buckingham Rd., Palmyra Rd., Santa Barbara Ave., Marlton Ave., 39th St., Victoria Ave., and Crenshaw Blvd. (Los Angeles) (In tracts 2342, 2343, 2361, and 2362.02)

## LOS ANGELES-LONG BEACH, CALIF., SMSA—Con.

MRC No. 7—Includes the planned center known as "Carson Mall" and establishments in the area bounded by E. Del Amo Blvd., Leapwood Ave., E. Dominguez St., and S. Avalon Blvd. (Carson) (In tracts 5433.03 and 5434)

MRC No. 8—Includes the planned center known as "Midtown Shopping Center" and establishments on W. Pico Blvd. from Longwood Ave. to West Blvd. (Los Angeles) (In tracts 2128 and 2172)

MRC No. 9—Includes establishments on Western Ave. from Lexington Ave. to Romaine St. and on Santa Monica Blvd. from Wilton Pl. to Oxford Ave. (Los Angeles) (In tracts 1909, 1911, 1916.02, and 1917)

MRC No. 10—Includes establishments in the area known as "Hollywood and Vine," bounded by Yucca St., Argyle Ave., Sunset Blvd., Selma Ave., Hawthorne Ave., and Sycamore Ave. (Los Angeles) (In tracts 1901, 1902, and 1903.02)

MRC No. 11—Includes establishments on both sides of Wilshire Blvd. from Detroit St. to Masselin Ave. (Los Angeles) (In tracts 2151, 2162, and 2163)

MRC No. 12—Includes establishments in the area bounded by Santa Monica Blvd., Crescent Dr., Reeves Dr., Gregory Way, Charleville Blvd., Durant Dr., S. P. RR tracks, and Wilshire Blvd. (Beverly Hills) (In tracts 7006, 7007, 7008, 7009.02, and 7010)

MRC No. 13—Includes establishments in the area bounded by Le Conte Ave., Tiverton St., Glendon Ave., Wilshire Blvd., and Gayley Ave. (Los Angeles) (In tracts 2652, 2653.01, and 2653.02)

MRC No. 14—Includes the planned center known as "Westchester Shopping Center" and establishments in the area bounded by Manchester Ave., Sepulveda East Way, Will Rogers St., and Sepulveda West Way. (Los Angeles) (In tracts 2767 and 2773)

MRC No. 15—Includes establishments on both sides of Wilshire Blvd. from Sweetzer Ave. to Ogden Dr. (Los Angeles and Industry) (In tracts 2147, 2151, and 2163)

MRC No. 16—Includes the planned center known as "Puente Hills Mall," bounded by Pomona Frwy., Albatross Rd., Colima Rd., and Azusa Ave. (Los Angeles County) (In tract 4086.02)

MRC No. 17—Includes the planned center known as "Eagle Rock Plaza" and establishments on Colorado Blvd. from Glendale Frwy. to Sierra Vista Dr. (Los Angeles) (In tract 1813)

MRC No. 18—Includes establishments on S. San Gabriel Blvd. between Scott St. and San Bernardino Frwy. and on E. Valley Blvd. between Walnut St. and Walnut Grove Blvd. (Rosemead and San Gabriel) (In tracts 4322.50, 4813, and 4814)

## LOS ANGELES-LONG BEACH, CALIF., SMSA—Con.

MRC No. 19—Includes the planned centers known as "Valley Plaza" and "Laurel Plaza" and establishments in the area bounded by Archwood St., Agnes St., Erwin Ave., Radford Ave., Oxnard St., Laurel Canyon Blvd., and Hollywood Frwy. (Los Angeles) (In tracts 1233.01, 1238, and 1239)

MRC No. 20—Includes the planned center known as "Panorama City Shopping Center" and establishments in the area bounded by Parthenia St., Tilden Ave., Lanark St., and Cedros Ave. (Los Angeles) (In tracts 1201.01 and 1202)

MRC No. 21—Includes establishments on both sides of Hollywood Blvd. from Serrano Ave. to Gramercy Pl., on both sides of Sunset Blvd. from Serrano Ave. to Gramercy Pl., on both sides of Western Ave. from Franklin Ave. to Sunset Blvd., and on Franklin Ave. between Gramercy Pl. and Serrano Ave. (Los Angeles) (In tracts 1903.01, 1904, 1905, 1909, and 1911)

MRC No. 22—Includes the planned center known as "Sherman Oaks Fashion Square," bounded by Riverside Dr., Woodman Ave., Ventura Frwy., and Hazeltine Ave., and establishments on the north side of Riverside Dr. from Matilija Ave. to Woodman Ave. and on the east side of Woodman Ave. from Riverside Dr. to Ventura Frwy. (Los Angeles) (In tract 1287.02)

MRC No. 26—Includes the planned center known as "Los Altos Center" and establishments in the area bounded by the San Diego Frwy., Marwick Ave., Los Arcos St., San Anseline Dr., Britton Dr., Daggett St., Fairbrook St., Abbeyfield St., Montair Ave., 23rd St., and Bellflower Blvd. (Long Beach) (In tracts 5742.01, 5743, and 5749.01)

MRC No. 29—Includes the planned centers known as "Fox Hills Mall," "Fox Hills Plaza," and "Studio Village Shopping Center" and establishments on Jefferson Blvd. from Kinston Ave. to Sawtelle Blvd., on Sepulveda Blvd. from Janis Ann to Centinella, on Hannum from Slauson Blvd. to Fox Hills Pl., and on Bristol Pkwy. from Green Valley Cir. to Centinella. (Culver City) (In tracts 7026 and 7030)

MRC No. 32—Includes the planned center known as "South Bay Center," bounded by Artesia Blvd., Hawthorne Blvd., the southern boundary line of South Bay Center, and Kingsdale Ave. (Redondo Beach) (In tracts 6206.01 and 6503)

MRC No. 34—Includes the planned center known as "Del Amo Center," bounded by Carson St., Madrona Ave., Sepulveda Blvd., and Hawthorne Blvd. (Torrance) (In tract 6507.01)

MRC No. 35—Includes the planned center known as "Lakewood Center" and establishments in the area bounded by Camerino St., N. Clark Ave., E. Del Amo Blvd., and N. Hayter Ave. (Lakewood) (In tracts 5707.01 and 5708)

MRC No. 38—Includes the planned center known as "Alondra Square" and establishments on E. Alondra Blvd. from Gard Ave. to Clarksdale Ave. and on S. Pioneer Blvd. from Neva St. to 161st Ave. (Norwalk) (In tracts 5526, 5529, 5546, and 5547)

## LOS ANGELES-LONG BEACH, CALIF., SMSA—Con.

MRC No. 39—Includes the planned center known as "Compton Center" and establishments on N. Long Beach Blvd. from Euclid Ave. to Tucker St. and on N. Bullis Rd. from McMillan St. to Tucker St. (Compton and Lynwood) (In tracts 5405, 5416.01, and 5417)

MRC No. 40—Includes the planned center known as "Stone-wood Center" and establishments in the area bounded by Cecilia St., Pangborn Ave., the railroad tracks, and Lakewood Blvd. (Downey) (In tracts 5510 and 5511)

MRC No. 41—Includes the planned center known as "Whittwood Center" and establishments in the area bounded by the north side of Whittier Blvd., Santa Gertrudes Ave., Starbuck St., and Scott Ave. (Whittier) (In tracts 5002.02 and 5034.02)

MRC No. 42—Includes the planned center known as "Whittier Quad" and establishments in the area bounded by the north side of Whittier Blvd., Barton Rd., Oak St., Laurel Ave., Starbuck St., and Painter Ave. (Whittier) (In tracts 5018 and 5019)

MRC No. 53—Includes the planned center known as "El Monte Shopping Center" and establishments on N. Peck Rd. from Sitka St. to Valley Blvd. and on Alloway St. and Exline St. from N. Peck Rd. to La Medera Ave. (El Monte) (In tracts 4332 and 4333)

MRC No. 54—Includes the planned centers known as "Santa Anita Fashion Park" and "West Arcadia Center" and establishments on S. Baldwin Ave. from Huntington Dr. to Camino Real and on Duarte Rd. from S. Baldwin Ave. to Lovell Rd. (Arcadia) (In tracts 4307.02, 4317, and 4318)

MRC No. 55—Includes the planned center known as "Hastings Ranch Center" and establishments in the area bounded by Rosemead Blvd., Hastings Ranch Dr., Sears Way, Michillinda Ave., Arboleda St., Rosemead Blvd., Foothill Blvd., and Halstead St. (Pasadena) (In tract 4630)

MRC No. 58—Includes the planned center known as "Eastland Center" and establishments in the area bounded by Rowland Ave., Barranca Ave., Garvey Ave., and Citrus Ave. (West Covina and Covina) (In tracts 4061.02 and 4062)

MRC No. 59—Includes the planned center known as "West Covina Fashion Plaza" and establishments in the area bounded by W. Garvey Ave., Vincent Ave., West Covina Pkwy., S. California Ave., Cameron Ave., and S. Orange Ave. (West Covina) (In tracts 4055 and 4067)

MRC No. 61—Includes the planned center known as "Indian Hills Village Shopping Center" and establishments in the area bounded by E. Kingsley Ave., N. Mills Ave., the L.A. Co. line, E. First St., East End Ave., E. Holt Ave., and Indian Hill Blvd. (Pomona) (In tract 4027.02)

MRC No. 66—Includes establishments on E. Colorado Blvd. from Northrup Ave. to Lotus Ave. (Pasadena and Los Angeles County) (In tract 4631.02)

## LOS ANGELES-LONG BEACH, CALIF., SMSA—Con.

MRC No. 71—Includes the planned center known as "Fallbrook Square" and establishments on Fallbrook Ave. from 6350 to 6424, and on Victory Blvd. from Royer Ave. to Ponce Ave. (Los Angeles) (In tracts 1352.01 and 1352.02)

MRC No. 72—Includes the planned centers known as "Topanga Plaza" and "The Promenade" and establishments on Topanga Canyon Blvd. from Vanowen St. to Oxnard St., on Victory Blvd. from Topanga Canyon Blvd. to Canoga Ave., and on Erwin St. from Topanga Canyon Blvd. to Owensmouth Ave. (Los Angeles) (In tract 1351.01)

MRC No. 74—Includes the planned center known as "Westland Shopping Center" and establishments on Pico Blvd. from Sepulveda Blvd. to Patricia Ave. (Los Angeles) (In tracts 2678, 2679, and 2693)

MRC No. 75—Includes the planned center known as "Century Square," bounded by Santa Monica Blvd., Avenue of the Stars, Constellation Blvd., and Century Park West. (Los Angeles) (In tract 2671)

MRC No. 76—Includes the planned center known as "South Hills Shopping Center" and establishments at the intersection of N. Hacienda Ave. and Francisquito Ave. and on the odd side of N. Hacienda Ave. between Francisquito Ave. and Maple Grove Ave. (La Puente) (In tract 4075)

MRC No. 78—Includes the planned center known as "Norwalk Square" and establishments in the area bounded by Brimley St., Orange St., Rosecrans Ave., Elaine Ave., Maple Dale St., and Fallon Ave. (Norwalk) (In tracts 5521, 5522, 5527, and 5528)

MRC No. 82—Includes establishments on both sides of Wilshire Blvd. from Commonwealth Ave. to Ardmore Ave., on the east side of Vermont Ave. from Wilshire Blvd. to 7th St., and on the east side of Normandie Ave. from Wilshire Blvd. to 7th St. (Los Angeles) (In tracts 2111, 2118, 2121, 2122, 2123, and 2124)

MRC No. 83—Includes establishments on E. Arrow Hwy. from 400-531, on W. Arrow Hwy. from 700-702, on N. Azusa Ave., and on Cypress St. (Covina) (In tract 4058)

MRC No. 87—Includes the planned center known as "Rosemead Square" and establishments on Rosemead Blvd. from Marshall St. to the San Bernardino Frwy., and on Glendon Way. (Rosemead) (In tract 4329)

MRC No. 91—Includes the planned center known as "Los Cerritos Center" and establishments in the area bounded by 183rd St., Gridley Rd., E. South St., and San Gabriel River Frwy. (Cerritos and Artesia) (In tracts 5545.02 and 5549)

MRC No. 93—Includes the planned center known as "Old Towne Mall" in the area bounded by 192nd St., Prairie Ave., Del Amo Blvd., and Hawthorne Blvd. (Torrance) (In tract 6504)

MRC No. 94—Includes the planned center known as "Ward Plaza" and establishments on S. La Cienega Blvd. from 18th St. to Sawyer St. (Los Angeles) (In tracts 2696 and 2703)

## LOS ANGELES-LONG BEACH, CALIF., SMSA—Con.

MRC No. 96—Includes the planned center known as "Woodland Plaza" and establishments on both sides of Ventura Blvd. from Topanga Canyon Blvd. to the property line east of Desoto Ave. (Los Angeles) (In tracts 1375.01 and 1375.02)

MRC No. 97—Includes the planned centers known as "Northridge Fashion Center" and "Walnut Grove Shopping Center" and establishments on Tampa Ave. from Plummer St. to SP R.R., on Nordhoff St. from Shirley Ave. to Tampa Ave., and on Plummer St. from Corbin Ave. to Tampa Ave. (Los Angeles) (In tracts 1133.01 and 1153.01)

MRC No. 98—Includes establishments on the north side of Sherman Way from Ethel Ave. to Bel Aire Ave. (Los Angeles) (In tracts 1215 and 1233.02)

MRC No. 99—Includes the planned center known as "Balboa Mission Hills Center" and establishments on San Fernando Mission Rd. from Ruffner Ave. to Amestoy Ave. and on Balboa Blvd. from Index St. to Tulsa St. (Los Angeles) (In tracts 1111.02, 1112.01, and 1112.02)

## MODESTO, CALIF., SMSA

MRC No. 1—Includes the planned center known as "Vintage Faire Mall," bounded by the north (rear) property line of the mall, Dale Rd., and Sisk Rd. (Modesto, Stanislaus County) (In tract 5)

MRC No. 2—Includes the planned centers known as "Wards" and "McHenry Village Shopping Center" and establishments on McHenry Ave. from Standiford Ave. to Granger Ave. (Modesto) (In tracts 8.01 and 11)

## OXNARD-SIMI VALLEY-VENTURA, CALIF., SMSA

MRC No. 2—Includes the planned centers known as "The Plaza" and "Borchard Center" at the intersection of Thompson Blvd. and Borchard Dr., and establishments on E. Main St. from Seaward Ave. to Telegraph Rd. (Ventura) (In tracts 19 and 28)

MRC No. 3—Includes the planned center known as "Buena-Ventura Shopping Center," bounded by Telegraph Rd., S. Mills Rd., Main St., and the west property line of the center. (Ventura) (In tract 27)

MRC No. 4—Includes the planned centers known as "Oxnard Twin Center" and "Island Plaza," bounded by Laurel St., San Marino Ave., Channel Island Blvd., and "C" St., and establishments on Saviers Rd. from Channel Island Blvd. to Bryce Canyon Ave. (Oxnard) (In tracts 38, 39, 40, and 41)

MRC No. 5—Includes the planned center known as "Esplanade" in the area bounded by Ventura Frwy., Vineyard Ave., and Oxnard Blvd. (Oxnard) (In tract 30)

MRC No. 6—Includes the planned centers known as "Central Plaza," "North Ponderosa," and "Ponderosa Center" in the area bounded by Fiesta St., Arneill Rd., Barry St., the west property lines of the centers, and Ponderosa Dr. (Camarillo) (In tract 54)

**RIVERSIDE-SAN BERNARDINO-ONTARIO, CALIF., SMSA**

MRC No. 1—Includes the planned center known as "Inland Center" and establishments in the area bounded by the flood control channel, San Bernardino Freeway, and Inland Center Dr. (San Bernardino) (In tract 60)

MRC No. 2—Includes establishments on North Waterman Ave. from 7th St. extended to 11th St. extended. (San Bernardino, San Bernardino County) (In tracts 56, 58 and 64)

MRC No. 3—Includes the planned center known as "Montclair Plaza" bounded by Arrow Hwy., Central Ave., San Bernardino Freeway, Monte Vista Ave., Moreno St., and Fremont Ave. (Montclair) (In tract 2)

**SACRAMENTO, CALIF., SMSA**

MRC No. 1—Includes the planned centers known as "Country Club Centre" and "Country Club Plaza" and establishments on El Camino Ave. from Butano Dr. to St. Matthews Dr., on Balmoral Dr. from Watt Ave. to St. Mathews Dr., on Yorktown Ave. from Balmoral Dr. to El Camino Ave., and on Watt Ave. from Kings Way to Cody Way. (Arden-Arcade) (In tracts 56.01, 57.01, 60, and 61)

MRC No. 2—Includes the planned center known as "Gold Circle" and establishments on Arden Way from Devonshire Rd. to Morse Ave., on Watt Ave. from Alta Arden Exwy. to Barrington Rd., and on Morse Ave. from Arden Way to Trussel Way. (Arden-Arcade) (In tracts 57.01, 57.02, 56.01, and 56.02)

MRC No. 3—Includes the planned center known as "Arden Fair" and establishments on Arden Way from I-80 to Ethan Way, on Exposition Blvd. from Ethan Way to I-80, on Challenge Way from Arden Way to Exposition Blvd., on Heritage Ln. from Arden Way to Exposition Blvd., on Response Rd. from Challenge Way to Exposition Blvd., and on Point West Way from Arden Way to Response Rd. (Sacramento) (In tracts 54 and 55.02)

MRC No. 4—Includes establishments on Madison Ave. from Rutland Way to Hackberry Ln., and on Manzanita Ave. from Ellerslee Way to Denver Dr. (Sacramento County) (In tracts 76, 79, and 81.05)

MRC No. 5—Includes the planned center known as "Southgate Shopping Center" and the establishments on Franklin Blvd. from Turnbridge Dr. to Morrison Creek, on Florin Rd. from Hwy. 99 to WPRR., on Governor's Circle, and in the 7200 block of E. Parkway. (Sacramento, Parkway-Sacramento South) (In tracts 49 and 50)

MRC No. 6—Includes establishments on Fulton Ave. from Cottage Way to Arden Way and on Alta Arden Exwy. from Fulton Ave. to Wright St. (Arden-Arcade) (In tracts 55.01 and 56.01)

MRC No. 7—Includes establishments on Broadway between 10th St. and 21st St., and on Riverside Blvd. from Broadway to Beverly Way. (Sacramento) (In tracts 20, 21, 22, and 23)

**SACRAMENTO, CALIF., SMSA—Con.**

MRC No. 8—Includes the planned center known as "Florin Center" and establishments on Florin Rd. from 6th Pkwy. to Chandler Dr., on Stockton Blvd. from Patterson Way to Chandler Dr., on 65th St. from Stockton Blvd. to Florin Rd., and in the 7200 block of Floor Mall Dr. (Sacramento, Sacramento County) (In tracts 47, 48, and 50)

MRC No. 9—Includes the planned centers known as "Gemco," "Foothill Farms Center," and "K-Mart Plaza" and establishments on Auburn Blvd. from College Oak Dr. to Arcade Creek, on Palm Ave. from Hemlock St. to Auburn Blvd., on Hemlock St. from Palm Ave. to Auburn Blvd., on College Oak Dr. from Madison Ave. to Auburn Blvd., and on Madison Ave. from 4900 to 5299. (Sacramento County) (In tracts 75, 81.04, and 81.05)

MRC No. 11—Includes the planned centers known as "Sunrise Mall" and "Birdcage Walk" and establishments on Greenback Ln. from Birdcage St. to Fair Oaks Blvd., on Toucan Ave. from Birdcage St. to Sunrise Blvd., on Birdcage St. from Greenback Ln. to Toucan Ave., and on Sunrise Blvd. from Toucan Ave. to Madison Ave. (Sacramento County) (In tracts 81.01, 81.07, and 81.08)

**SALINAS-SEASIDE-MONTREY, CALIF., SMSA**

MRC No. 1—Includes the planned center known as "Northridge Shopping Center" and establishments in the area bounded by Freeway 101, Boronda Rd., North Main St., and San Juan Grade Rd. (Salinas) (In tract 105)

MRC No. 2—Includes the planned center known as "Del Monte Center" and establishments in the area bounded by Munras Ave. and the property line of the center. (Monterey) (In tract 130)

MRC No. 3—Includes the planned center known as "Valley Center" and establishments on South Main St. from Geil St. to Orange Dr., on the south side of West Acacia St. and the north side of Romie Ln. from South Main to Park Row, and in the 900 block of Park Row. (Salinas) (In tracts 11, 12, 14 and 15)

MRC No. 4—Includes the planned center known as "Monte Mart Shopping Center" and establishments on East Alisal St. from South Felici Rd. to the east property line of the center. (Salinas) (In tracts 5, 8 and 9)

MRC No. 5—Includes establishments on Lighthouse Ave. from Fountain Ave. to 17th St. and on Forest Ave. from Lighthouse Ave. to Laurel Ave. (Pacific Grove) (In tract 123)

**SAN DIEGO, CALIF., SMSA**

MRC No. 1—Includes establishments on University Ave. from Richmond St. to 5th Ave., on 5th Ave. from Robinson St. to University Ave., and on 6th Ave. from Robinson St. to University Ave. (San Diego) (In tracts 3, 4, 6, and 7)

## SAN DIEGO, CALIF., SMSA—Con.

MRC No. 2—Includes the planned center known as "University Towne Center," bounded by La Jolla Village Dr., Towne Center Dr., Nobel Dr., and Genesee Ave. (San Diego) (In tract 83.17)

MRC No. 3—Includes the planned center known as "Clairemont Square," bounded by Clairemont Dr. and Clairemont Mesa Blvd. (San Diego) (In tract 85.02)

MRC No. 4—Includes the planned centers known as "Arena Plaza," "Scandia Plaza," "Loma Square," and "Old California Square" and establishments in the area bounded by Sports Arena Blvd., Kurtz St., Rosecrans, Wallace St., Midway Dr., and Kemper St. (San Diego) (In tracts 65 and 66)

MRC No. 5—Includes the planned centers known as "Balboa Mesa," "Genesee Plaza," and "Balboa Plaza" and establishments in the area bounded by Balboa Arms Dr. extended, Mount Abernathy Ave., Mount Alifan Dr., and Genesee Ave. (San Diego) (In tracts 85.06, 85.07, and 85.09)

MRC No. 6—Includes the planned center known as "South Bay Plaza Shopping Center," bounded by E. Plaza Blvd., "L" Ave., 12th St., and "E" Ave. (National City) (In tract 117)

MRC No. 7—Includes the planned center known as "College Grove Shopping Center," bounded by College Ave., State Hwy. 94, College Grove Way, and College Grove Dr. (San Diego) (In tract 27.03)

MRC No. 8—Includes the planned center known as "Plaza Camino Real," bounded by Hwy. 78, El Camino Rd., Marron Rd., and Jefferson St. (Carlsbad) (In tract 178.01)

MRC No. 9—Includes the planned centers known as "Mission Valley Center" and "Mission Valley West" in the area bounded by Camino De La Reina, Camino Del Estes, Hwy. 8, and Hwy. 163. (San Diego) (In tract 93.04)

MRC No. 10—Includes the planned center known as "Parkway Plaza," bounded by Fletcher Pkwy., Route 67 Frwy., Frwy. 8, and Johnson Ave. (El Cajon) (In tract 162.02)

MRC No. 11—Includes the planned center known as "Chula Vista Shopping Center," bounded by "H" St., Guava Ave., Fig Ave., "I" St., and Broadway. (Chula Vista) (In tract 127)

MRC No. 12—Includes the planned center known as "Grossmont Center," bounded by Center Dr., Grossmont Center Dr., and Jackson Dr. (La Mesa) (In tract 150)

MRC No. 13—Includes the planned center known as "Fashion Valley Shopping Center" and establishments bounded by Friars Rd., Cabrillo Frwy. (Hwy. 163), the San Diego River, and Fashion Valley Rd. (San Diego) (In tract 89)

## SAN DIEGO, CALIF., SMSA—Con.

MRC No. 14—Includes the planned centers known as "Kearny Colony," "Kearny Mesa Plaza," "Independence Square," "Kearny Plaza," "Star Center," "Plaza del Sol," "Convoy Plaza," "Convoy Village," and "Convoy Center" and establishments on Convoy St. from Clairemont Mesa Blvd. to Othello Ave. (San Diego) (In tract 85.11)

MRC No. 15—Includes the planned centers known as "Escondido Village Mall" and "The Vineyard" in the area bounded by Valley Pkwy., Rose St., Grand Ave., Pennsylvania Ave., and Ash St. (Escondido) (In tract 202.03)

## SAN FRANCISCO—OAKLAND, CALIF., SMSA

MRC No. 1—Includes the planned center known as "Willow Shopping Center" and establishments in the area bounded by Concord Ave., Meridian Park Blvd., Enea Cir., Hotel Way, Willow Pass Rd., and I-680, and establishments bounded by Concord Ave., Contra Costa Blvd., Golf Club Rd., and Old Quarry Rd. (Pleasant Hill and Contra Costa County) (In tracts 3212, 3220, and 3270)

MRC No. 2—Includes the planned center known as "Stonestown Shopping Center" and establishments in the area bounded by Eucalyptus Dr., 19th Ave., both sides of Winston Dr., the west and north sides of Buckingham Way, and both sides of 20th Ave. (San Francisco) (In tract 332)

MRC No. 3—Includes establishments on Telegraph Ave. from 23rd St. to 28th St. (Oakland) (In tract 4013)

MRC No. 4—Includes the planned center known as "County East Mall" and establishments in the area bounded by Southern Pacific RR., State Hwy. 4, Somersville Rd., Delta Fair Blvd., Buchanan Rd., East Bay Municipal Utility District Right of Way, Fairview Dr., and U.S. Drainage Channel. (Antioch) (In tracts 3072.01, 3072.02, and 3072.03)

MRC No. 5—Includes the planned center known as "South Shore Shopping Center" in the area bounded by Otis Dr., Park St., Shore Line Dr., and Willow St. (Alameda) (In tract 4284)

MRC No. 6—Includes the planned center known as "Corte Madera Center" and establishments in the area bounded by Madera Blvd., U.S. Hwy. 101 (Redwood Hwy.), and Tamalpais Dr. (Corte Madera) (In tract 1211)

MRC No. 7—Includes establishments on Fourth St. from Lincoln Ave. to "H" St., on "C" St. from Third St. to Fifth Ave., and on "B" St. from Second St. to Fifth Ave. (San Rafael) (In tract 1110)

MRC No. 8—Includes the planned center known as "Hilltop Regional Shopping Center," bounded by Hilltop Mall Rd., Garrity Way, Blume Dr., Hilltop Rd., and Mulford Way. (Richmond, Contra Costa County) (In tract 3650.01)

## SAN FRANCISCO—OAKLAND, CALIF., SMSA—Con.

MRC No. 10—Includes the planned center known as "Broadway Plaza" and establishments in the area bounded by Ygnacio Valley Rd., Civic Dr., N. Broadway, Mt. Diablo Blvd., Southern Pacific RR., Newell Ave., S. California Blvd., and N. California Blvd. (Walnut Creek) (In tract 3390)

MRC No. 11—Includes the planned center known as "Contra Costa Center" and establishments on Doray Dr., Vivian Dr., Linda Dr., Contra Costa Blvd., Boyd Rd., Monument Plz., Trelany Rd., Gregory Ln., Woodworth Ln., and Monument Blvd. (Pleasant Hill) (In tracts 3240 and 3250)

MRC No. 15—Includes the planned center known as "Bayfair Shopping Center" and establishments on E. 14th St. from 150th Ave. to Plaza St., on the south side of 150th Ave. from E. 14th St. to Hesperian Blvd., and on Hesperian Blvd. from 150th Ave. to the BART tracks. (San Leandro, Alameda County) (In tracts 4330, 4331, and 4338)

MRC No. 19—Includes the planned center known as "Hillsdale Shopping Center" and establishments on S. El Camino Real from 28th Ave. to 37th Ave. and on W. Hillsdale Blvd. (2 through 80). (San Mateo) (In tract 6072)

MRC No. 24—Includes the planned center known as "El Cerrito Plaza" and establishments on Fairmount Ave. from San Pablo Ave. to A. T. & S. F. RR., and on San Pablo Ave. from Cerrito Creek to Central Ave. (El Cerrito) (In tracts 3891 and 3892)

MRC No. 27—Includes the planned center known as "Southland Mall" and establishments in the area bounded by W. Winton Ave., La Playa Dr., Hesperian Blvd., Southland Dr., and Southland Pl. (Hayward) (In tract 4370)

MRC No. 29—Includes the planned centers known as "Northgate Mall," "Northgate One Shopping Center" and "Northgate Plaza" and establishments on Los Ranchitos Rd. and Del Presidio Blvd. (San Rafael) (In tracts 1081 and 1082)

MRC No. 32—Includes the planned center known as "Sun Valley Shopping Center," bounded by Golf Club Rd., Interstate Hwy. 680, Willow Pass Rd., and Contra Costa Blvd. (Concord) (In tract 3270)

MRC No. 33—Includes establishments on the east side of San Ramon Rd. between Rt. 580 and Amador Valley Blvd., on Amador Valley Blvd. between San Ramon Rd. and Starward Dr., on Regional St., on Dublin Blvd. between San Ramon Rd. and Golden Gate Dr., and on the west side of Golden Gate Dr. (Alameda County) (In tract 4504)

MRC No. 37—Includes establishments on Mission Blvd. from Devons Dr. to Jefferson St. and on Sorenson Rd. from Mission Blvd. to Colette St. (Hayward) (In tracts 4365 and 4379)

MRC No. 38—Includes the planned center known as "Eastmont Mall," bounded by Church St., Foothill Blvd., 73rd Ave. (Hegenberger Exwy.), and Bancroft Ave. (Oakland) (In tract 4086)

## SAN FRANCISCO—OAKLAND, CALIF., SMSA—Con.

MRC No. 41—Includes the planned center known as "Newark Square" and establishments on both sides of Thornton Ave. from Nimitz Frwy. (State Hwy. 17) to St. Edward St., and adjacent establishments on Cedar Blvd. (Newark and Fremont) (In tracts 4444 and 4446)

MRC No. 43—Includes the planned center known as "Tanforan Park," bounded by Sheath Ln., Huntington Ave., Hwy. 380, and El Camino Real. (San Bruno) (In tract 6041.01)

MRC No. 44—Includes the planned center known as "Serramonte Center," bounded by Southgate Ave., Junipero Serra Frwy., both sides of Serramonte Blvd., and Callan Blvd. (Daly City) (In tract 6016.02)

## SAN JOSE, CALIF., SMSA

MRC No. 1—Includes the planned center known as "Oakridge Mall Shopping Center" and establishments on Blossom Hill Rd. from the Southern Pacific RR tracks to Pearl Ave. (San Jose, Santa Clara County) (In tracts 5120.01 and 5120.04)

MRC No. 2—Includes the planned centers known as "San Antonio Shopping Center" and "Old Mill Specialty Center," bounded by Showers Dr., W. El Camino Real, and San Antonic Rd., and establishments on W. El Camino Real from Monroe Dr. to the Stevens Creek Frwy. (Mountain View, Los Altos, and Palo Alto) (In tracts 5094, 5095, 5096, 5097, 5098.01, 5098.02, 5099.02, 5104, and 5105)

MRC No. 3—Includes the planned centers known as "Stanford Shopping Center" and "Stanford Barn Shopping Center" and establishments in the area bounded by El Camino Real, Quarry Rd., Arboretum Rd., and Willow Rd. (Palo Alto) (In tract 5116)

MRC No. 4—Includes the planned centers known as "Valley Fair Shopping Center," "Stevens Creek Plaza," and "Town and Country Village" and establishments on Stevens Creek Blvd. from Cronin Dr. to State Hwy. 17, on Winchester Blvd. from Woodland Ave. to Interstate 280, on Saratoga Ave. from Stevens Creek Blvd. to Interstate 280, on Kiely Blvd. from Saratoga Ave. to Stevens Creek Blvd., on N. Redwood Ave. from Stevens Creek Blvd. to Forest Ave., on Forest Ave. from Winchester Blvd. to N. Redwood Ave., and on Pruneridge Ave., Dorcich St., and Olsen Dr. immediately west of Winchester Blvd. (San Jose and Santa Clara) (In tracts 5058, 5059, 5061.02, 5061.03, 5062.01, 5063.01, and 5064.01)

MRC No. 5—Includes the planned center known as "Cambrian Park Plaza" and establishments on Camden-Hillsdale Ave. from Esther Dr. to Longdale, and on Union Ave. from 3605-3725. (San Jose) (In tracts 5027.02, 5028, 5029.01, 5029.02 and 5029.04)

## SAN JOSE, CALIF., SMSA—Con.

MRC No. 6—Includes establishments on W. San Carlos St. from Di Salvo Ave. to McEvoy St., on Bascom Ave. and Meridian Ave. from W. San Carlos to Parkmoor Ave., and on Parkmoor Ave. from 1501 to 1551. (San Jose and Santa Clara County) (In tracts 5005, 5019, and 5020)

MRC No. 7—Includes the planned centers known as "Westgate" and "El Paseo de Saratoga" and establishments in the area bounded by Graves Ave., Saratoga Ave., Atherton Ave., Hamilton Ave., Campbell Ave., Elmwood Dr., and Quito Rd. (San Jose) (In tracts 5062.02, 5066.01, 5066.04, and 5074.02)

MRC No. 8—Includes the planned centers known as "Capitol Square" and "Gold Circle Center" at the intersection of Capitol Ave. and McKee Rd., and establishments on McKee Rd. from 2727 to 3000 and on Capitol Ave. from 280 to 299. (San Jose) (In tracts 5037.01, 5038, and 5039)

MRC No. 9—Includes the planned center known as "Mayfield Mall" at the intersection of Nita Ave. and Mayfield Ave. (Mountain View) (In tract 5093.02)

MRC No. 10—Includes the planned center known as "Eastridge Center," bounded by Tully Rd., Capitol Exwy., and Quimby Rd., and establishments on Quimby Rd. from 2189 to 2375, on the north side of Tully Rd. from Lanai Ave. to Eastridge Way, on the south side of Tully Rd. from Alvin Ave. to Quimby Rd., and on Lanai Ave. from 2391 to 2401. (San Jose) (In tracts 5033.01 and 5034)

MRC No. 11—Includes the planned centers known as "Almaden Fashion Plaza," "Pueblo Plaza," and "Almaden Square" and establishments at the intersection of Almaden Exwy. and Blossom Hill Rd., and establishments on Gallup Dr. from Blossom Hill Rd. to Mesa Dr. (San Jose) (In tracts 5119.01, 5120.01, 5120.04, and 5029.05)

MRC No. 12—Includes the planned centers known as "Cupertino Crossroads" and "McClellan Square" and establishments on De Anza Blvd. from Alves Dr. to Bollinger Rd., on Stevens Creek Blvd. from Stelling Rd. to De Anza Blvd., and Alves Dr., Saich Way, and Bandley Dr. (Cupertino and San Jose) (In tracts 5078.01, 5078.02, 5080.01, and 5081.01)

MRC No. 13—Includes the planned centers known as "Valco Fashion Park" and "Portal Plaza" and establishments on Stevens Creek Blvd. from Portal Ave. to Miller Ave., and establishments in the area bounded by Richwood Dr. and E. Estates Dr. (Cupertino) (In tracts 5080.01, 5080.02, and 5081.01)

MRC No. 14—Includes the planned center known as "Mervyn's Plaza" and establishments on El Camino Real from the Santa Clara city limits on the west to Lincoln St.; on Isabella St., Kiely Blvd., Pomeroy Ave., Flora Vista Ave., Lawrence Exwy., and Halford Ave. immediately adjacent to El Camino Real; and on Clay St. from Lincoln St. to Isabella St. (Santa Clara) (In tracts 5052.02, 5053.02, 5053.03, 5053.04, 5053.05, 5054.01, 5054.02, 5055, 5057, 5082.02, and 5085.02)

## SAN JOSE, CALIF., SMSA—Con.

MRC No. 15—Includes the planned center known as "Cherry Chase Shopping Center" and establishments on E. El Camino Real Blvd. from 111 to 1113, on W. El Camino Real Blvd. from 1005 to 1297, on Fremont Ave. from El Camino Real to Kingfisher Way, and on segments of Wolfe Rd., S. Fair Oaks Ave., S. Sunnyvale Ave., Sunnyvale-Saratoga Rd., S. Murphy Ave., S. Mathilda Ave., Hollenbeck Ave., S. Mary Ave., Grape Ave., Cherry Chase Ctr.—S. Bernardo Ave., and Knickerbocker Dr. immediately adjacent to El Camino Real. (Sunnyvale, Santa Clara County) (In tracts 5082.01, 5082.02, 5084.01, 5084.02, 5085.01, 5085.02, 5091.01, and 5091.03)

## SANTA BARBARA—SANTA MARIA—LOMPOC, CALIF., SMSA

MRC No. 1—Includes the planned center known as "Santa Maria Town Center" and establishments on South Broadway from East Cook St. to East Main St., and on west Main St. (Santa Maria) (In tracts 21 and 24.01)

MRC No. 2—Includes the planned centers known as "Santa Maria Shopping Center," "Stowell Center," and "Broadway Plaza" and establishments in the area bounded by West Stowell Rd., East Stowell Rd., East Battles Rd., West Battles Rd., and the west property lines of the centers. (Santa Maria) (In tracts 21 and 24.02)

MRC No. 3—Includes the planned centers known as "Lacumbre Plaza" and "Five Points Shopping Center" and establishments on the west side of State St. (3800 and 3900 blocks), and in the 100 block of Lacumbre Rd. (Santa Barbara) (In tract 2)

MRC No. 4—Includes the planned centers known as "Lompoc Center," "Lompoc Plaza," and "Northside Center" and establishments on the east side of North "H" St. from College Ave. to Central Ave., on the west side of North "H" St. from College Ave. to North Ave., and on Pine Ave. from North "H" St. to North "I" St. extended. (Lompoc) (In tracts 27.01 and 28.02)

## SANTA CRUZ, CALIF., SMSA

MRC No. 1—Includes the planned center known as "Pacific Garden Mall" and establishments in the area bounded by Mission St., Water St., San Lorenzo River, Laurel St., and Center St. (Santa Cruz) (In tracts 1007 and 1010)

MRC No. 2—Includes establishments in the area bounded by Brennan St., East 5th St., Sudden St., East Lake Ave., Alexander St., Union St., Central Ave., Main St., 1st St., Rodriguez St., West 5th St., and Freedom Blvd. (Watsonville) (In tracts 1103 and 1104)

MRC No. 3—Includes the planned center known as "Capitola Mall Shopping Center" and establishments on 41st Ave. from Highway 1 to Southern Pacific RR., and on Capitola Rd. (Santa Cruz County) (In tract 1217)

**SANTA ROSA, CALIF., SMSA**

MRC No. 1—Includes the planned center known as "Coddington Center" bounded by Guerneville Rd., Cleveland Ave., Edwards Ave., and Range Ave., and adjacent establishments on Cleveland Ave. and Steele Ln. (Santa Rosa) (In tracts 1528 and 1530)

**STOCKTON, CALIF., SMSA**

MRC No. 2—Includes the planned center known as "Downtown Mall" and establishments in the area bounded by W. Lockeford St., Chestnut St. and Church St. (Lodi) (In tracts 42.02, 43.02, 44 and 45)

MRC No. 3—Includes the planned centers known as "Webers-town Mall" and "Sherwood Manor Shopping Center" and establishments in the area bounded by Robinhood Dr., Claremont Ave., March Ln. and Pacific Ave., and on Georgetown Pl. (Stockton) (In tracts 30, 31.03, 31.04 and 33.05)

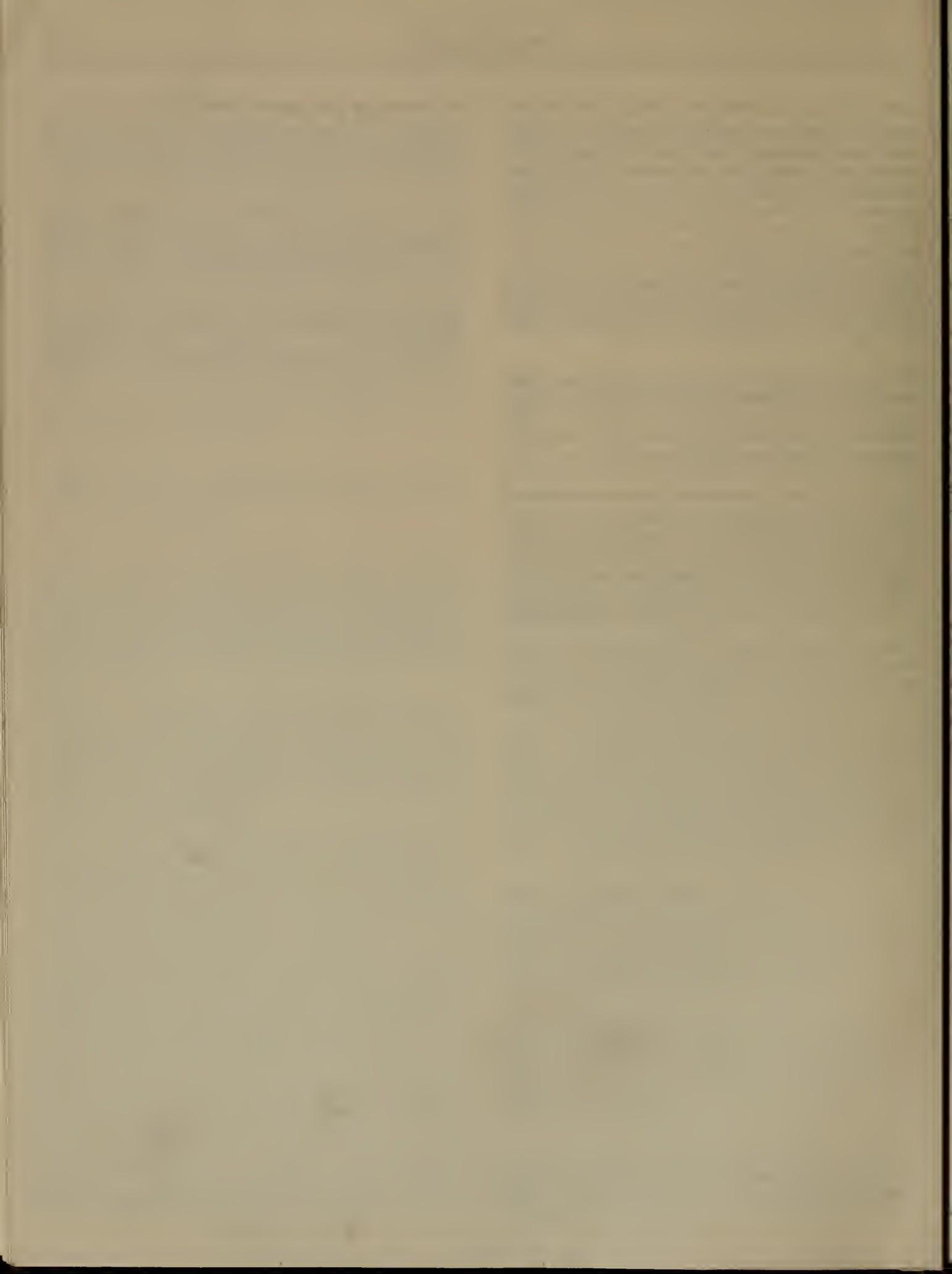
MRC No. 4—Includes the planned centers known as "Sherwood Plaza" and "Lincoln Center" and establishments on Pacific Ave. from West Robinhood Dr. to Lincoln Rd., on Gettysburg Pl. from Lincoln Rd. to Douglas Rd., and adjacent establishments on West Robinhood Dr., West Benjamin Holt Dr., West Longview Ave., Porter Way, and West Swain Rd. (Stockton) (In tracts 31.04, 31.06, 32.05, 32.03, 33.03, 33.05 and 33.07)

**VALLEJO-FAIRFIELD-NAPA, CALIF., SMSA**

MRC No. 1—Includes establishments on N. Texas St. from Atlanta Ave. to Sacramento Northern RR., and on Alaska Ave. (Fairfield) (In tracts 2526.01 and 2526.02)

MRC No. 2—Includes the planned center known as "Larwin Plaza" and establishments in the area bounded by Sears Point Rd., Couch St., Mississippi St., and Sacramento St. (Vallejo) (In tracts 2515, 2517.01 and 2518.02)

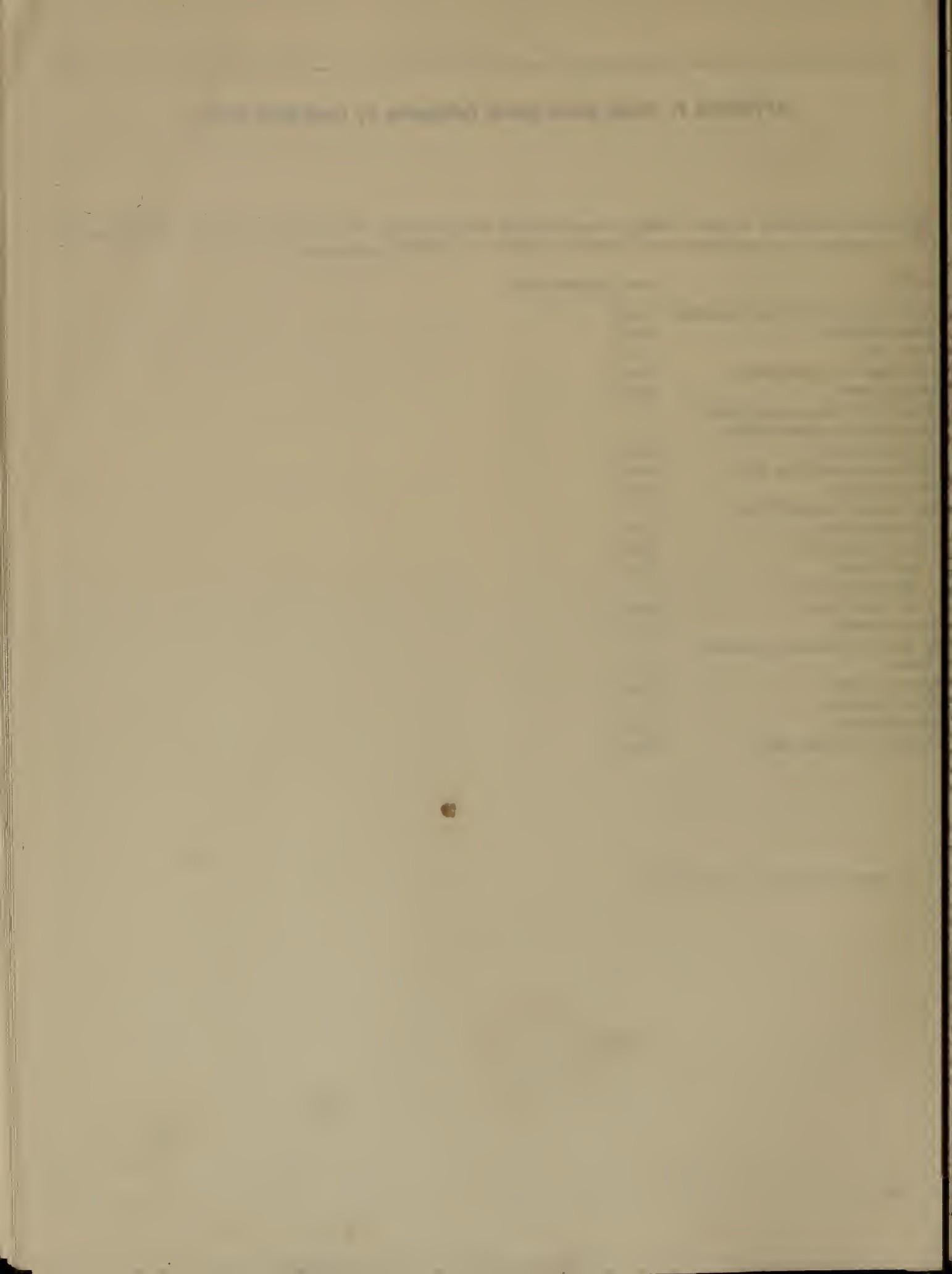
MRC No. 3—Includes establishments on N. Texas St. from Sacramento Northern RR. to E. Wyoming St., on Oak St. from Clay St. to N. Texas St., on Travis Blvd., and on E. Travis Blvd. (Fairfield) (In tracts 2526.01 and 2526.02)



## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Anaheim-Santa Ana-Garden Grove SMSA	CSAC
Bakersfield SMSA	CSAC
Fresno SMSA	CSAC
Los Angeles-Long Beach SMSA	CSAC
Modesto SMSA	CSAC
Oxnard-Simi Valley-Ventura SMSA	F
Riverside-San Bernardino SMSA	F
Sacramento SMSA	CSAC
Salinas-Seaside-Monterey SMSA	CSAC
San Diego SMSA	CSAC
San Francisco-Oakland SMSA	
Alameda County	CSAC
Contra Costa County	CSAC
Marin County	CSAC
San Francisco County	F
San Mateo County	CSAC
San Jose SMSA	CSAC
Santa Barbara-Santa Maria-Lompoc SMSA	F
Santa Cruz SMSA	CSAC
Santa Rosa SMSA	F
Stockton SMSA	CSAC
Vallejo-Fairfield-Napa SMSA	CSAC



## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

- Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.
- Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### Final Reports

#### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

#### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

#### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

#### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

## OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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